

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



JULY, 1956

**Condemned site forces planned,
successful move..... Page 52**

**How to handle high-style linens
for summer season . . . Page 58**

Match books get read . . Page 72

Plant steals a march with only commercial vehicle in two-hour spring clean-up parade. Birck-Fellinger Cleaners of Chicago scoops that city during big civic promotion. It was a natural tie-in for a cleaning plant. See page 38

Don't forget

always add the correct amount of Hyflo

WHEN USED in recommended quantities, Hyflo consistently delivers high quality work and long cycles at low pressures. Johns-Manville Hyflo*

is the high speed filter powder that makes solvent recovery almost automatic. It always removes insoluble impurities, never removes active detergent.



Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N.Y. In Canada, 565 Lakeshore Rd. East, Port Credit, Ontario.

The complete filter powder service for drycleaners

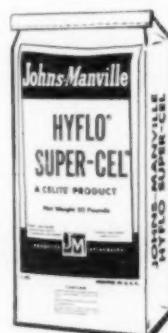
- ✓ **J-M Dealers**—there's one nearby, ready to serve you
- ✓ **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- ✓ **J-M Engineers**—get expert help on your operating problems
- ✓ **J-M Drycleaning Laboratory**—for study of the latest cleaning methods

*Trade mark reg. U. S. Pat. Off.



Johns-Manville **HYFLO**

the filter powder for charged system cleaning



MILLIONS COUNT ON IT—NOW YOU CAN TOO!

LINT-FREE
CLING-FREE*
DRY CLEANING
PROCESS
AWARDED
Parents'
MAGAZINE SEAL
OF COMMENDATION



it will build still more demand from customers!

—And bigger volume for dry cleaners who feature this nationally advertised process

HERE'S the famous Seal that packs so much weight with today's modern-minded parents. It's the latest, official boost for Buckeye Clean-Charge®† — and another good reason for you to use and feature this extra-effective LINT-FREE CLING-FREE* Method.

It's part of the biggest promotion in the dry cleaning industry:

Strong national advertising in magazines with a combined readership of 350,000,000—newspaper mat ads—plus a complete power-house tie-in package—all to pre-sell the benefits of LINT-FREE CLING-FREE® Dry Cleaning Process and the cleaner who offers it! Why shouldn't that be YOU?

*Trademark of the Davies-Young Soap Company
U.S. Pat. No. 2729567 covering product and process; other patents pending.

What the exclusive
BUCKEYE CLEAN-CHARGE®†
method can mean to your plant:

• REDUCES FINISHING COSTS

No more steaming and brushing garments! Greatly reduces spotting and wet cleaning!

• IMPROVED ANTI-STATIC ACTION

Refreshes fabrics, gives them like-new look—Leaves them free of fatty acids, film, lint.

• ELIMINATES CLASSIFICATION TIME

Darks and lights, soft and hard finish fabrics cleaned together — without lint!



Producers of Quality Products
for the Cleaning and Laundry Industry Since 1844

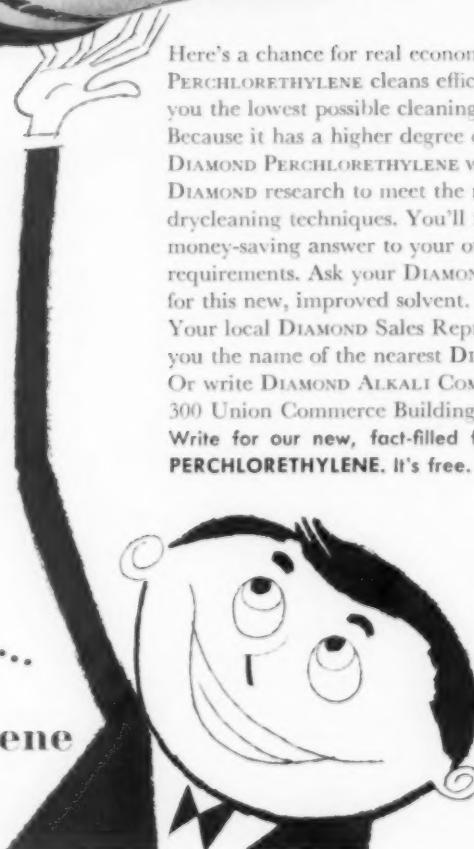


*Diamond's
GREATER STABILITY
means more
economical
cleaning
for you!*



**Diamond
Perchlorethylene**

Here's a chance for real economy! DIAMOND PERCHLORETHYLENE cleans efficiently and gives you the lowest possible cleaning cost. Why? Because it has a higher degree of stability. DIAMOND PERCHLORETHYLENE was developed through DIAMOND research to meet the needs of modern drycleaning techniques. You'll find it's the money-saving answer to your own solvent requirements. Ask your DIAMOND Distributor for this new, improved solvent. Your local DIAMOND Sales Representative can tell you the name of the nearest DIAMOND Distributor. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio. Write for our new, fact-filled folder on DIAMOND PERCHLORETHYLENE. It's free.



NATIONAL CLEANER & DYER

Now... . . .



**BOSOM AND
BODY PRESS
MODEL 4040-PC**

A high-power Prosperity PC Press, similar to the bosom and body press of the famous Prosperity Standard Shirt Unit. Finishes the bosom and back in three lays . . . a beautiful lustrous finish that can only be attained by the combination of steam and air-power pressure.

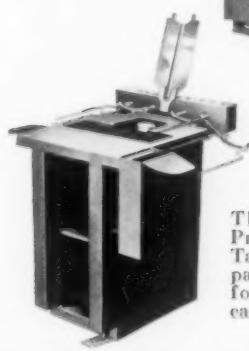


**COMBINATION
YOKE-COLLAR-CUFF PRESS
MODEL 1236-PC**

Yoke and one cuff finished on first lay, collar and other cuff finished on second lay. This high-power Prosperity press forms and thoroughly dries the fused plies of collars and forms the cuffs and yokes . . . with a beautiful lustrous finish . . . and faster because of Prosperity power and pressure.



Heated metal form, metal expander blade and internal forced air drying. Cloth covered friction plates pull down sleeve and expose the shoulder seam for proper drying and finishing of this multi-ply part.



**FOLDING
TABLE
MODEL FT-22**

The new all metal Prosperity Folding Table is mechanized in part to make proper folding faster and easier.

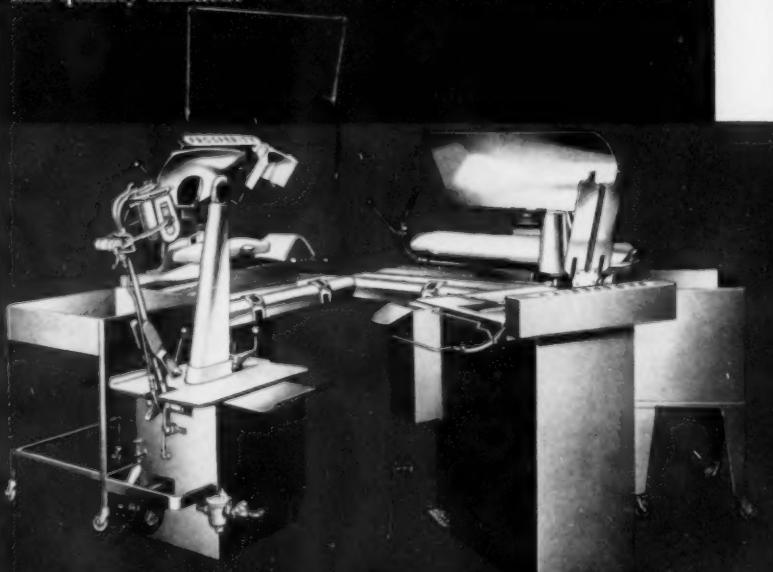
COPYRIGHT 1956 The PROSPERITY COMPANY, Inc.

PROSPERITY **POWER and QUALITY** FOR FASTER, FINER FINISHING BUILT INTO THE



ONE-GIRL SHIRT UNIT

Prosperity offers the utmost in a one-operator shirt finishing unit. The bosom and body can be finished with the speed and quality attainable on the Prosperity Standard Shirt Unit. The yoke, collar and cuffs are finished on another special high-pressure machine with the built-in power of standard PC presses. The sleeve efficiently finishes the complete sleeve, including the shoulder seam. Folding is semi-mechanical to make proper folding easy, even with inexperienced help. Production can only be as fast as the machines in the unit and tests prove that the capacity of Prosperity's One-Girl Shirt Unit is from 30 to 35 shirts per hour . . . properly dried and quality finished.



Registered Trade Mark of
The PROSPERITY COMPANY, INC.
SYKESVILLE, N. Y.
PROSPERITY®

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CLEANER & DYER

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JULY
1956

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COMBINES THE CONVENIENCE OF A LIQUID WITH THE HIGH SPRAY RATING OF A PASTE. SOLUBLE IN ALL DRY SOLVENTS. STANDING BATH REMAINS LIQUID AT ROOM TEMPERATURE. No heating required.

Scientific test proves that the new liquid REP imparts repellency equal to the best paste

This is an action photo of the spray test for measuring water repellency as described in Quartermaster P.Q.D. No. 115B. Note how the swatch of fabric is repelling a steady spray of water. This army poplin was originally treated at the mill to give a spray rating of 100. Later 16 successive drycleanings had reduced the rating to zero. The swatch was then treated with REP, which was applied as outlined in Section F-2C(2). Completion of the test here illustrated shows that the repellency has been restored to give the original 100 spray rating.

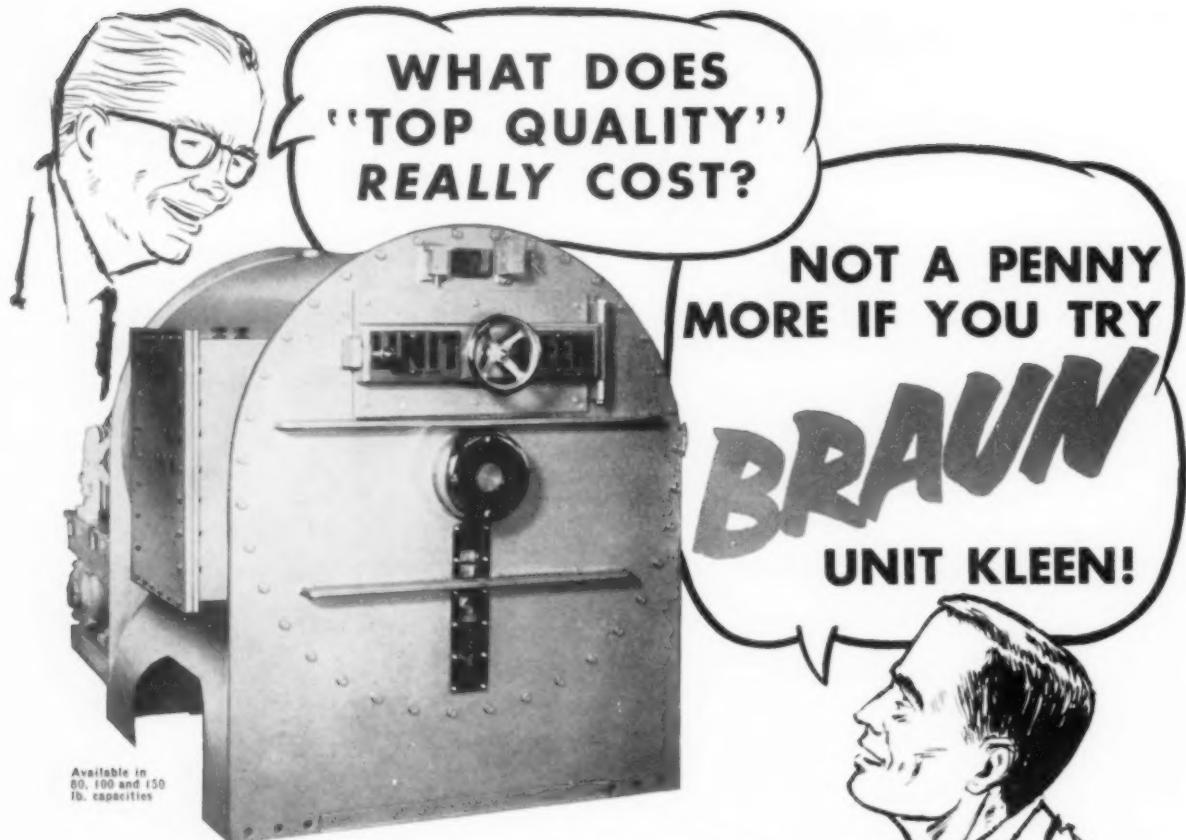


CONVENIENT DIP-TANK UNIT

Street's supply a specially designed unit comprising (a) a 30-gallon drum with rust-resistant coating for storage of the standing bath; (b) a plated wire mesh basket supported within the drum for convenient immersion and draining of the treated fabrics; and (c) quick-lock cover to prevent evaporation when not in use. The complete unit is billed at a surprisingly low price when ordered with a case or more of liquid REP.

Order the new liquid REP and Dip-Tank Unit from your distributor.

SR-251 COPYRIGHT 1956 R. R. STREET & CO. INC. 561 W. MONROE ST., CHICAGO 6, U.S.A.



And, if you stop to figure operating costs, the Braun Unit Kleen will actually cost less — far less — than any similar machine . . . and will continue to deliver top quality dry cleaning for years after other machines have outlived their usefulness.

Even the most meticulous of drycleaners find that Braun Unit Kleen exceeds their strictest standards of quality with amazing results at top production speeds. Let us prove, to your satisfaction, how Braun Unit Kleen's famous "Triple Action" (big-drop, wet-rub and squeeze) gives a proven* 96.7% soil removal, with pass-ups as high as 95%, and still saves you money, because . . .

YOU SAVE ON LABOR COSTS

One man does the work of three on easy-to-operate Braun Unit Kleen. You'll get extra savings, thru reduction of spotting and wet-cleaning operations. Washroom conditions are healthier and more pleasant. Operator fatigue is cut to a minimum, for happier, more efficient workers, and reduced personnel turnover.

YOU SAVE ON OPERATING COSTS

Braun Unit Kleen offers better solvent recovery with extra-large outlets and high speed extraction for top economy operation. Because it requires only one-half the space of comparable equipment, and because of its much faster operation, you triple your output without adding one square foot to your present washroom.

YOU SAVE ON MAINTENANCE COSTS

Braun Unit Kleen maintenance costs are unbelievably low. Extra-heavy construction and extra-careful engineering give smooth acceleration without vibration or stress. Only standard parts are used. Every Braun Unit Kleen is backed by the integrity and skill of Braun's expert service staff...always at your service.

**THERE'S A BRAUN UNIT KLEEN IN EXACTLY THE RIGHT CAPACITY AND IN
EXACTLY THE RIGHT DEGREE OF 'AUTOMATION' TO FIT YOUR NEEDS!**

G. A. BRAUN, Inc., Dept. 57 461 E. Brighton Ave. Syracuse, N. Y.	
Gentlemen: I want to learn how the Braun Unit Kleen can deliver top quality work and still cut my expenses.	
<input type="checkbox"/> Please send me additional information. <input type="checkbox"/> Please have your representative call, without obligation, of course.	
Name	Title
Company	
Address	
City	Zone State

Write Today For Full Information

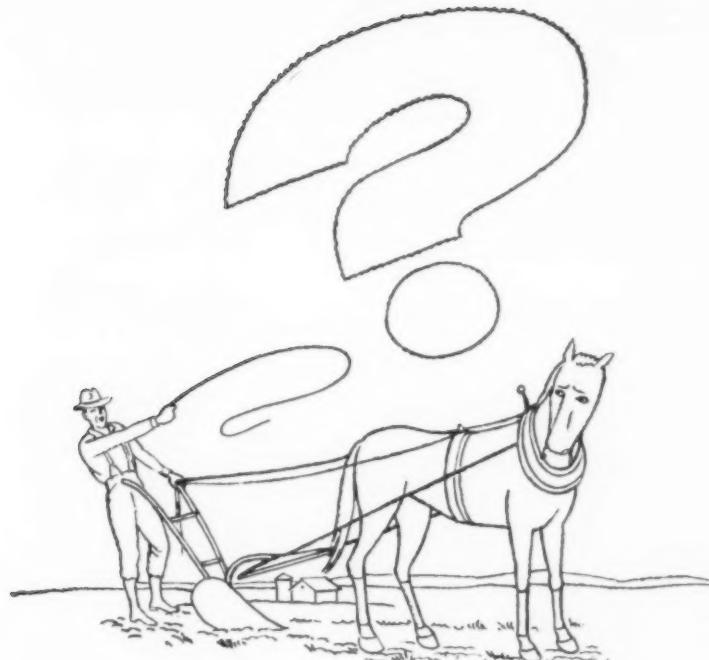
G. A. BRAUN, INC.



*Anderson-Prichard Report 33479

461 E. BRIGHTON AVE.
SYRACUSE 2, NEW YORK

NATIONAL CLEANER & DYER



Would You Hitch a Race Horse to a Plow?

Of course you wouldn't. You'd choose the right kind of horse for the job.

Strange as it may seem, however, cleaners often do something just as inconsistent by trying to use one sizing for all textiles.

Textile manufacturers use a bewildering variety of sizings to impart the desired finish to their products. And it's your job to duplicate that original finish in your plant. For example: cottons, silks, wools, synthetic fibers, etc. might all be in your plant for sizing, which would present a problem in itself. But when each one requires a different *kind* of finish, the problem is multiplied. One might require stiffness, another sheen, another softness. How-to-do-it is the question.

Here's what we've done to help you with this complex problem. Eaton's staff of specialists has developed a complete line of sizings which, when used according to directions, provide the desired finish for any type of textile you'll encounter. They're easy-to-use with your present equipment . . . no further investment necessary.

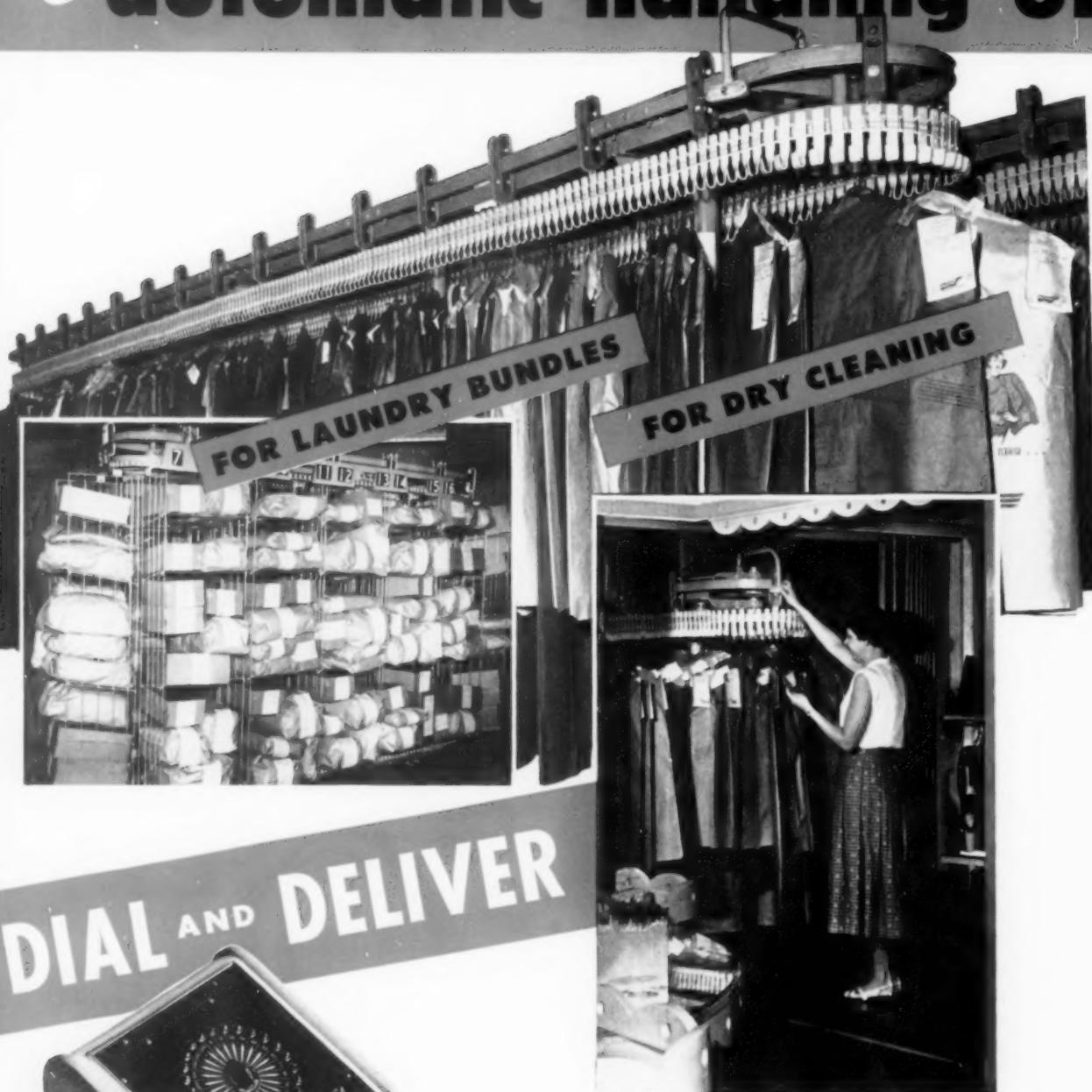
To make it still easier for you, Eaton's technical consultant has prepared a special bulletin which tells you when to use each sizing and how to use it.

Get the answer to your sizing problems. Write for "Eaton's Sizing Story". Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. Canadian Plants: Toronto and Windsor.

(Advertisement)

NOW...Merchandise

automatic handling of



As easy as dialing a telephone! Just turn the dial to the order number and there it is . . . the complete order delivered to the sales counter in seconds.

WIDE CHOICE OF SIZES AVAILABLE

using By DETREX

garments and laundry!

DETREX now manufactures and markets the famous B&G **DIALAMATIC CONVEYORS**

✓ **save time...**

Your counter attendant stays at the counter with the customer, eliminating annoying delays caused by searching for finished garments. Dialamatic delivers your customers' garments to the counter in seconds.

✓ **save space...**

Dialamatic Conveyor handles 39% more orders in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space. Eliminates wasted space for aisles in storage area.

✓ **boost sales...**

Dialamatic Conveyors will actually boost sales by improving customer relations. Efficient, modern garment delivery builds confidence in your overall operation. Counter attendant can stay with the customer to assure pleasant, efficient customer contact . . . even at heaviest rush hours.

Always More Profit with **DETREX** Equipment



DETREX

**CHEMICAL
INDUSTRIES, INC.**

BOX 501 • DETROIT 32, MICHIGAN

Write for
**COMPLETE
INFORMATION**

Complete information on how you can increase your profit with the Dialamatic Conveyor and the Pneumatic Bagger can be obtained by mailing the coupon today.

Send me complete information on the Dialamatic Conveyor for dry cleaning.
 Send me complete information on the Dialamatic Conveyor for laundry and shirt bundles.
 Send me complete information on the Pneumatic Bagger.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Dept. 7-NCD

Also Available . . .



PNEUMATIC BAGGER

To speed up the bagging of garments. Eliminates manual lifting of garment holder. Simple foot control automates entire bagging operation.

NEW PRODUCTS

AND LITERATURE

Hammond 16-Pound Tumbler



Hammond Laundry Cleaning Machinery Company has announced the marketing of a new 16-pound drying tumbler, according to Roger N. Conger, president. Developed for laundries, automatic laundries, and drycleaning plants that need a smaller capacity tumbler for individual bundle service, the model has a 32-by-16-inch cylinder and a 32-inch drop. The drying speed on a full load is 18 to 20 minutes.

To conserve space, the tumblers can be placed one on top of the other or side by side. However, all of them operate as independent units. Standard 6-inch exhaust, V-belt drive, signal light, automatic timer and gas safety controls are among the features of the machine. The tumbler can be painted any color and construction of coin-operated machines is available.

More information can be obtained by writing to Hammond Laundry Cleaning Machinery Company, Hammond Bldg., Waco, Tex.

New Excelsior Assembly Hook

Excelsior Machinery Company has reported that the new

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Elrod System's No. 830 Assembly Hooks are now available through the company. The new hook, featuring a spring-steel invoice clip, is the result of six months of research for a more efficient split-rail assembly operation. This latest design has been extensively tested in Elrod System plants, according to W. B. Caplan of Excelsior.

Used on any sorting wheel, rack or rail line, the No. 830 Assembly Hook has a 4-inch steel-spring clip to help eliminate time lost in fumbling to open the ordinary clips. With this clip the invoice can be inserted and held securely until the order is checked and bagged, Excelsior states. The entire hook is 13½ inches long, with a 3½-inch-diameter ring. It is finished in nickel-plated design.

Further information may be obtained by writing Excelsior Machinery Company, 1452 Randolph St., Detroit 26, Mich.

Street's Dip Tank and Dry Size Offer



R. R. Street & Co. Inc., 561 W. Monroe St., Chicago, Ill., reports that the increasing sales of high-style cotton garments and the continued popularity of heavily sized taffetas have created a great demand for Street's Concentrated Dry Size. According to Street's chemists, the liquid Dry Size, which is completely soluble in all dry-cleaning solvents, imparts the desired body and feel to those fabrics which require a heavy size and also restores the original drape and style to all dry-cleaned garments.

As a special inducement to those plantowners interested in dry-sizing these high-styled garments, Street's is repeating its 1955 offer on a special Dip

Tank. This makes it possible for plantowners to obtain the tank at a reduced rate with initial orders for one or more cases or a 15-, 30- or 55-gallon drum of Street's Dry Size.

The 30-gallon Dip Tank comes complete with plated dip basket and cover. The manufacturer states that the improved construction features of the compact unit include a new tough, rust-resistant finish and an attractive lithographed surface.

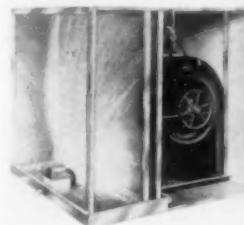
Both the Dip Tank and the Dry Size are carried in stock by Street's distributors throughout the United States and Canada. Each can or drum of Street's Dry Size carries complete, step-by-step instructions for use in either the hand-spray, immersion-bath, extractor-spray or no-rinse charge methods of application.

Treatment for Wash And Wear

A new silicone emulsion, designed for use in wash-and-wear finishes, has been released by The Cravenette Company, U. S. A. Designated "Cravaco A.P.S." the emulsion is compatible with the various types of resins used in wash-and-wear finish formulations and aids in making those finishes more effective, the company claims. Cravenette further states that increased resistance to wear by abrasion, more tensile strength and rapid drying are imparted to the fabric. Cravaco A.P.S. is a one-package product.

Address inquiries to The Cravenette Company, U. S. A., Eighth and Madison Sts., Hoboken, N. J.

Literature on Alton Cooler



Alton air-washer-type coolers for drycleaning plants and laundries are described in literature just published by Alton Manufacturing Company. The literature pictures some of the 600 actual installations whereby the unit, which does not use refrigeration, provides comfortable working conditions in the hottest areas of drycleaning plants and laundries.

According to the manufacturer, a space of 60 by 20 feet can usually be cooled with a single unit at an operating cost of 50 cents per day or less. Since water is not wasted in this type of cooler, the supply and expense of water are not factors.

Features of the Alton unit include the double set of filter mats, special filters that are said to be odorless and long-lasting, heavy-duty construction, and effective cooling regardless of outside temperature or humidity conditions. For the free literature and other information, write to Alton Manufacturing Company, 1112 Ross Ave., Dallas, Tex.

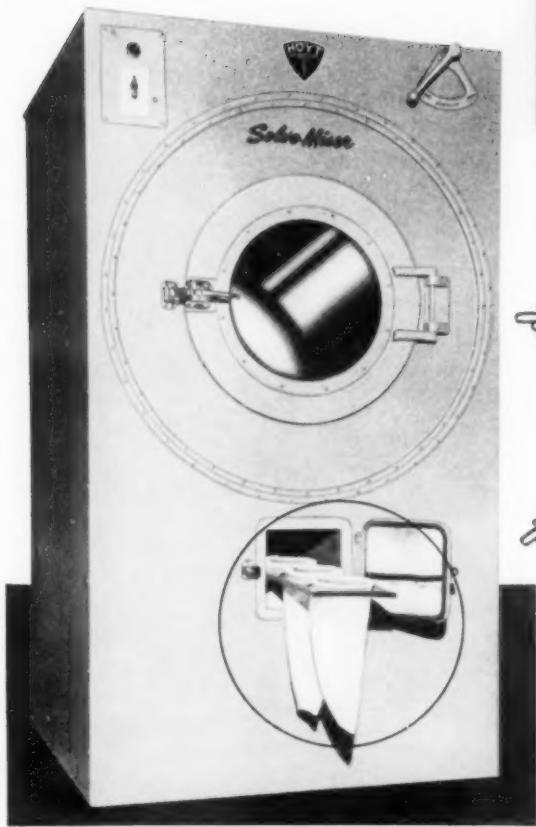
Marva Introduces Shirt-Pak



The Marva Manufacturing Company has announced the Ridgevale Shirt-Pak method for bundling shirts and bachelor bundles. Shirt-Pak, said to be the only machine of its kind on the market, has a universal patent and has been field-tested for three years, according to the company.

The machine uses paper bags in assorted sizes to produce neat, sturdy and attractive packages by a one-operator method. No string or tying is necessary; only 4 to 6 inches of gummed tape are used in sealing. By bringing the machine to the bin instead of the package to the machine, Shirt-Pak cuts the number of times the

Continued on page 96



Solvo-Miser®

Added Dollar-Making Features . . .

BIGGER BASKET

Over 37" diameter. Greater drop gives faster drying and better cleaning due to increased flexing of fabrics.

THREE-LINT-BAG TRAY

Pulls out and can be cleaned in a matter of seconds assuring tops in reclamation and fast drying.

In addition to doubling . . . or more than doubling . . . your production, you get these features as a bonus when you buy a Super Fast Solvo-Miser.

Solvo-Stat

Stops Your Solvent Problems

The Solvo-Stat contains a refrigerating unit and automatically maintains solvent (perc or petroleum) at the *proper* temperature you desire. It *refrigerates* or *heats* the solvent as required—protects the quality of your work, saves man-hours, makes money for you and keeps your customers happy *throughout the year*. Small and compact.

Fully guaranteed.



Write

HOYT

HOYT MANUFACTURING CORPORATION

IT'S **Writing History . . .**

FOR SUPERIOR HYGIENIC CLEANING

CHARGIT

POWERFUL DETERGENT

...the **SUPER-CHARGE**
of all charge soaps!

by **nu-PRO**

...that HAS WHAT IT TAKES
and TAKES LESS TIME at LESS COST!

- IS FAST ACTING
- ELIMINATES DISTILLATION TROUBLE
- AFFORDS EXCELLENT SOIL REMOVAL
- REDUCES SPOTTING & WET CLEANING
- DOES NOT RING IN SPOTTING
- DOES NOT CAUSE FILTER PRESSURE
- LEAVES NO ODOR & IT IS ECONOMICAL

Garments cleaned by the odorless NU-PRO 'CHARGIT' system
LOOK BETTER, FEEL BETTER, WEAR LONGER

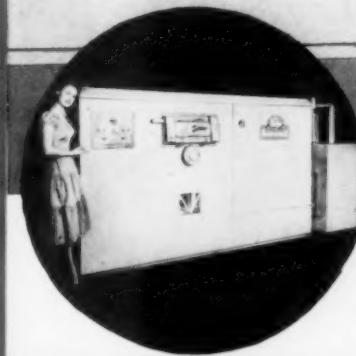
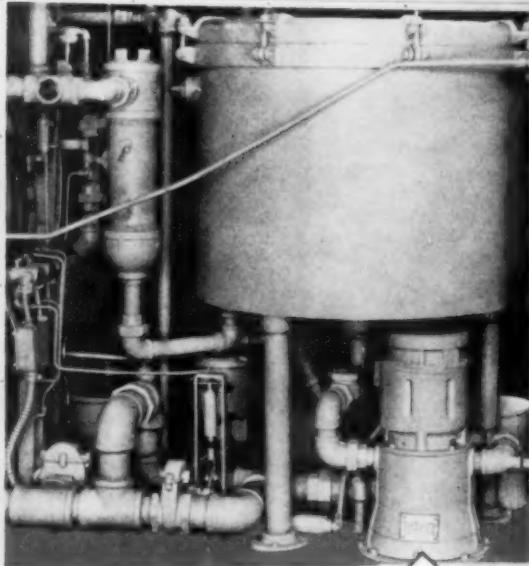
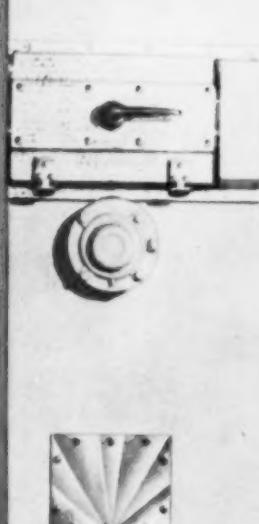
nu-PRO MFG. CO.

2918 WASHINGTON AVE. ST. LOUIS 3, MO.

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...

OR WRITE US DIRECT FOR FULL DETAILS

NATIONAL CLEANER & DYER



Pantex Manufacturing Corp. has standardized on Marlow Pumps for large capacity filtration on their new Perk-o-matic two-bath, synthetic solvent drycleaning machine. Space-saving Marlow vertical, self-priming, centrifugal pumps were selected because of their quiet, dependable operation.

marlows are economical!

Both Marlow vertical and horizontal self-priming centrifugal pumps are engineered for economical, long lasting, trouble-free drycleaning service and handle all types of solvents. Flow interruptions caused by loss of prime are corrected *automatically* by the pumps... even when placed above the solvent level. An efficient, exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, modernization of existing plants, or replacement... make it a Marlow. See your Marlow dealer or write for Bulletin DC-04.

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY

DIVISION OF BELL & GOSSETT COMPANY • Factories: Ridgewood, N. J., Morton Grove, Ill., Longview, Texas

"No more complaints
fishing since
DARCO® DC



... more time for I started using every day !

"The fishin' is fine here in Southern California. And it's a lot more fun battling an 80-pound tuna than hassling with customers over grayed garments. Thanks to activated carbon, there's no more trouble with bleeding dyes in my plant, and I don't have to hang around to handle complaints.

"Before, I had real trouble on my hands. Clothes we had cleaned toward the end of the day, when the bath was all gunked up, came out gray and dingy. Had to make good on plenty of damage claims. And brother, the time I spent handling squawks!

"Well, the distributor salesman put me wise to Darco activated carbon. He showed me that NID * Report—a real eye-opener—and I decided to use Darco *every day*, as a trouble *preventer* instead of just as a trouble-shooter. It's terrific. Keeps the bath in top condition all day long. Easy to use, too, with that new 2-pound 'Carbon-Meter' package.

"We're doing top-quality work now, consistently, and the way our business has picked up proves that customers have noticed the difference. Complaints? Haven't had a single one since we started using Darco *every day*."



* National Institute of Drycleaning Fellowship Bulletin F-16. It's scientific proof of what Darco can do for you. Drop us a card and we'll rush you a copy.



CHEMICALS
DIVISION
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada

SIGNS of the TIMES

Fire Code Revised: The National Fire Prevention Association has just announced important changes in its Code #32, affecting drycleaners. This is the first major change in the code since 1944, and it comes about through the joint efforts of the Laundry and Cleaners Allied Trades Association and the National Institute of Drycleaning.

All Class I cleaning plants are prohibited. This pertains to solvents of low flash point, such as gasoline and naphtha. This class of plant is practically nonexistent and the old restrictions are better removed from the code. It has been the practice to carry over these restrictions against regular Stoddard installations and even synthetic plants in some areas.

Elimination of Class I plants and subsequent restrictions removes the possible interpretation of the code against the interests of well-run petroleum and synthetic plants.

An added provision to the NFPA code includes reasonable standards for washer-extractors and extractor-rinse equipment, for the first time.

The NFPA code is important to the industry, since it governs the thinking of state and local boards that set up ordinances affecting cleaners. Many previous superfluous restrictions are now deleted from the code, thanks to the efforts of the LCATA and the NID.

#

Public Service by Drycleaners: The California Drycleaners Association is doing its bit for international sportsmanship and especially the United Olympic Team. Members of the team will be issued an official wardrobe in Los Angeles, en route to Melbourne, Australia, site of this year's Olympics. Civilian clothes they won't need on the trip to Australia will be cleaned without charge by members of the Association and, with the help of several Los Angeles clothing stores, shipped to the athletes' homes.

Burton M. Anderson, who is associated with his father and brother in Anderson Cleaners, Jamestown, New York, has been named chairman of the first joint campaign of Jamestown Area Community Chest and American Red Cross, set for October. A Naval aviator during World War II and the Korean conflict, Mr. Anderson served as a section leader in the industrial

division of the 1956 Community Chest Drive. He is a member and past president of Jamestown Optimist Club, a vice-president and director of Jamestown Boys Club and a director of Jamestown YMCA.

Sol Weitzman, manager of Paul's Dry Cleaning Co. in Malone, New York, has been named head of the Malone Lions Club.

Among five new directors elected by the Advertisers' Club of Cincinnati is Martin Drexelius of Sinton-Wuerderman-Thayer Dry Cleaning Company.

#

Two Busses on Board Ship: Harry Knapp, ex-instructor at the National Institute of Drycleaning and member of the 57th Class, is bid farewell by Milton and Thelma Ehrenreich during



a surprise party on the Santa Isabel, which set sail for South America May 4. Mr. Knapp, well known in the industry, will resume his managerial duties at American Dry Cleaners in Lima, Peru.

#

New Safety Manual: A new publication of the National Safety Council, a "Supervisors Safety Manual," is designed for use as a text for group training or self-study or as a reference work to solve most of the general safety problems encountered on the job. It provides the supervisor with a basic knowledge of accident-prevention techniques and human-relations know-how.

The manual includes material on the human side of safety, maintaining interest in accident prevention, first aid, protective equipment, housekeeping, materials handling, machine guarding, portable power tools and fire prevention.

The 345-page manual is illustrated

with numerous photographs and drawings. The price to Council members is \$3.25, to nonmembers \$6.50. A brochure giving a complete list of the contents and quantity prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#

"Friends of the Bride": That's the apt title of a story in the June 9 issue of *The Saturday Evening Post* about the Le Boeuf Company in East Orange, New Jersey, specialist in the cleaning, restoration and preservation of wedding gowns. The magazine gives the story full treatment, illustrated with color photographs and stressing the human element in the business. It is operated by John Van Drill, who bought the 57-year-old Le Boeuf dry-cleaning plant in 1944 and has since built up the volume from about \$30,000 to almost half a million a year, the *Post* reports, with more than half coming from the wedding gown specialty.

#

State Minimum Wage News: Members of the new New York State Cleaning and Dyeing Minimum Wage Board were recently installed. The nine-member panel, headed by Professor Arnold Tolles of the New York State School of Industrial and Labor Relations, Cornell University, planned to launch immediately its study of wages in the industry preparatory to recommending revision of the existing order to the Industrial Commissioner.

The present Cleaning and Dyeing Wage Order in the state, promulgated in 1953, sets a basic wage floor of 80 cents an hour for full-time workers in the industry.

Rhode Island has passed a minimum wage law setting a wage of 90 cents an hour for drycleaners, laundries and other service industries. It will become effective October 1.

#

Advice on Diversification: When, how and whether to diversify—to add new items or services or new outlets—is the subject of bulletin No. 10 in the Small Business Administration's series of Small Marketers' Aids. The leaflet contains many suggestions on how to plan and time such expansion, advantages that may accrue and dangers to be guarded against. The leaflet, "Diversification Pointers for Small Marketers," is available without charge from the Small Business Administration, Washington 25, D. C., or its field offices.

C306

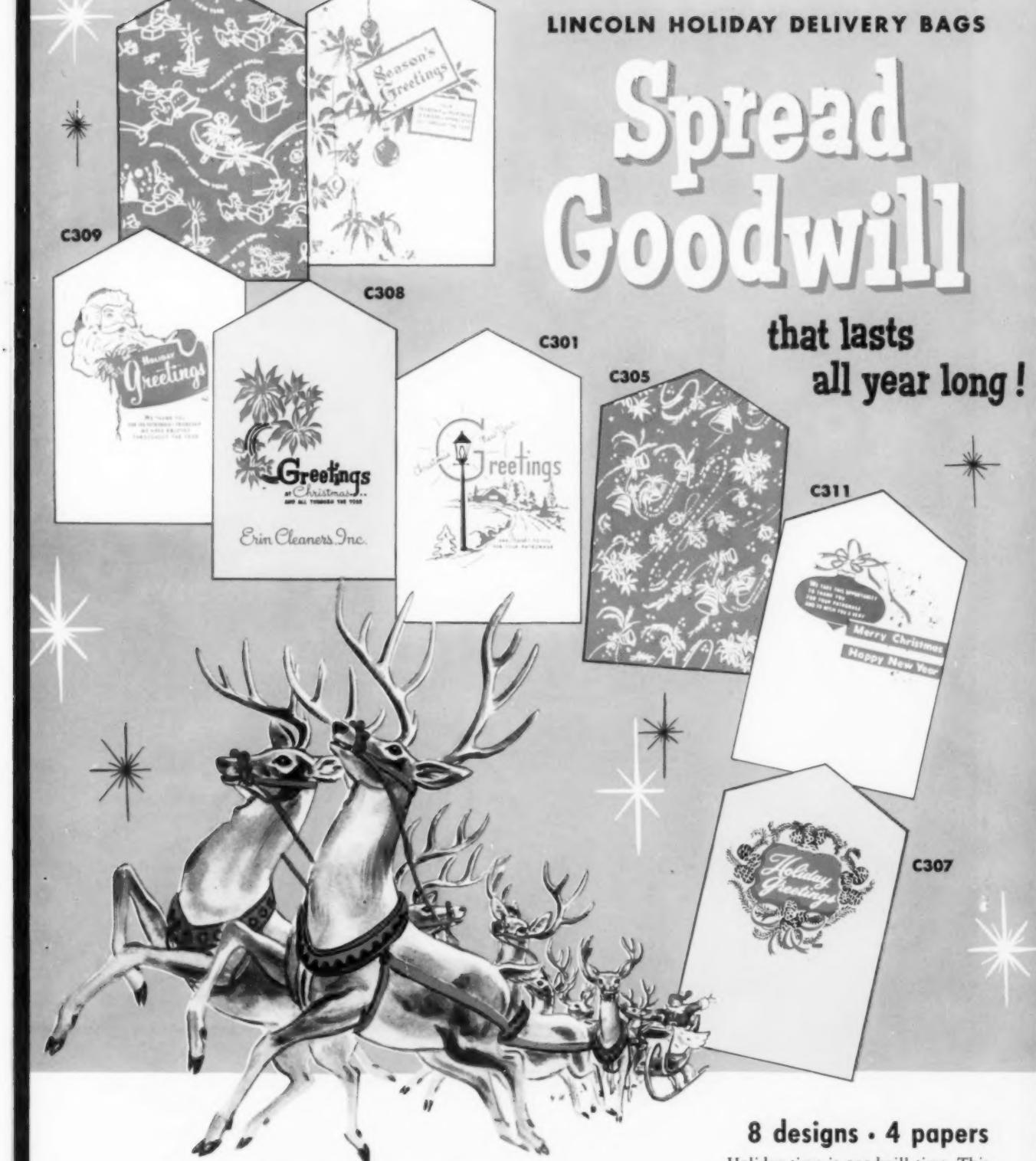
C309

C310

LINCOLN HOLIDAY DELIVERY BAGS

Spread Goodwill

that lasts
all year long!



Write for descriptive folder and prices

Lincoln Bag Company, Inc.
Para-Lux Products Company

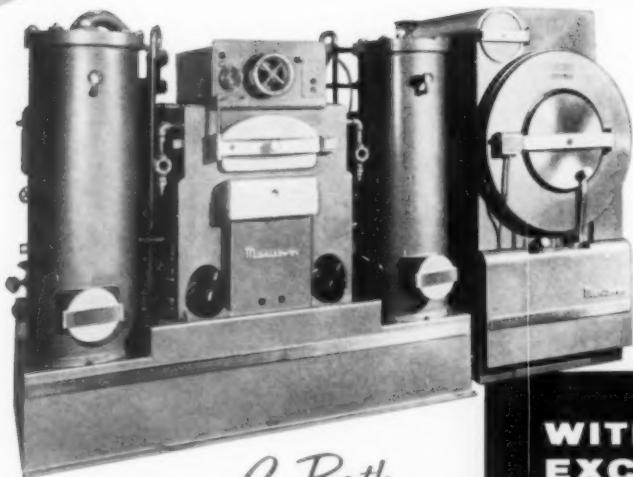
4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

Serving the Thinking dry cleaners of America!

8 designs • 4 papers

Holiday time is goodwill time. This is the one chance you have during the year to get a message into your customer's home that will be remembered all year long. A Lincoln Holiday Greeting Garment Bag thanks your customer for the past year's patronage and asks (in a nice way) to be remembered during the coming year. This is the kind of goodwill that you couldn't buy for any amount of money. Use Lincoln Holiday Greeting Garment Bags and increase your 1957 business. Order your Lincoln Christmas Bags *now* for early delivery!

Pick a MANITOWOC



2-Bath PERCHLOR

35 lb. and 70 lb.

It's the talk of the industry—the Manitowoc 2-Bath Perc is rapidly becoming the *most wanted* unit, coast to coast. Why? Because *only* Manitowoc guarantees no intermixing of solvents. Only Manitowoc has the features you need to turn out large volume dry cleaning with the least amount of spotting and re-running. Only Manitowoc has such superior advantages as Diverti-Flo, Marlow self-priming centrifugal pumps, solvent coolers as standard equipment, 4-way valves for simple, fast back-wash action and Manitowoc-Olson Tubular Filters. The 70 lb. unit also features automatic air controls, a 75 GPH "no-surge-over" still, Twin Disc fluid drive on extraction and 3000 GPH filters.

For quick service—top quality cleaning—and *all* the advantages of Perchlor operation—make your next unit a Manitowoc. Single-Bath Perchlor systems also available.

WITH
EXCLUSIVE

Diverti-Flo

for the finest quality
2-bath operation

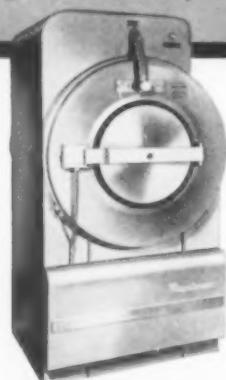
Only Manitowoc guarantees no inter-mixing of solvents—only Manitowoc has Diverti-Flo. Diverti-Flo mechanically controls the cycle of solvents and positively prevents the intermixing of "soap" and rinse solvents.

Fool-proof Divertor operated by an inter-locking bar positively seals off flow of rinse solvent from flow of "soap".

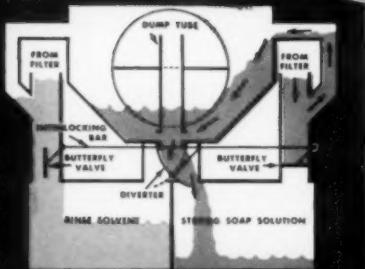
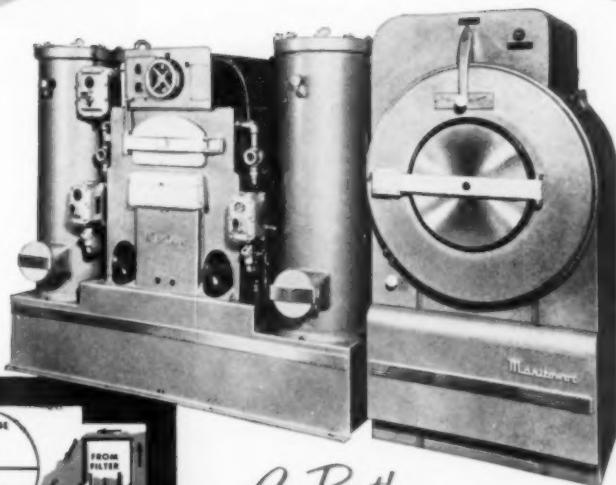
For any dry cleaning system INDEPENDENT RECOVERY and DRYING TUMBLERS

Three models specifically designed for use with Perchlor, 140°F or 105°F systems. Big 36" x 30" basket with large air flow and low heat requirement. Assures thorough, fast reclamation and deodorization when used with synthetic systems—efficient, fast Petroleum tumblers with 50 air changes per

minute. Dodge torque-arm drive (featured on Perchlor and 140°F models) with motor directly connected to drum shaft for silent, more efficient operation. Manitowoc tumblers are constructed so that all service and maintenance can be completed from the outside of the tumbler.



for Profit!



2-Bath PETROLEUM

140°F and 105°F

35 lb. and *70 lb.

Most modern design—and built specifically for 2-bath petroleum operation. Turn out a large volume of quality cleaning per hour, day in and day out. Exclusive Diverti-Flo insures highest quality on every load—positively preventing inter-mixing of solvents.

Here are units that will give you the greatest number of features at the lowest original and lowest operating cost. Fully automatic or semi-automatic controls, Manitowoc-Olson tubular filters, super speed 36" x 30" safety tumblers. Big 70 lb. 105°F unit has automatic air controls, Twin Disc fluid drive on extraction and 3000 GPH filters. Before buying your next petroleum unit—get the facts on Manitowoc.

Also single-bath for 140°F and 105°F.

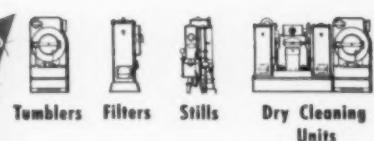
*105°F only.

when washing. When rinsing, the flow of "soap" is sealed off from the flow of rinse solvent.

No chance for "soapy" rinse solvent or weakened "soap" solvent. Diverti-Flo constantly guards the purity of your solvents and insures high quality cleaning; practically eliminates spotting and rerunning.

Manitowoc

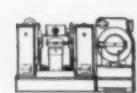
A Complete Line of Synthetic
and Petroleum
DRY CLEANING SYSTEMS



Tumblers



Filters



Stills
Dry Cleaning
Units

MANITOWOC ENGINEERING CORP.

512 - 16th Street,

Manitowoc, Wis.

DRY dry cleaning!

Super C
METHOD

-- no moisture needed
-- no moisture used!

- • • Run blacks, whites and colors—hard and soft finishes—all together.
- • • You use no moisture whatever so you get no felting of soft wools—no shrinkage—no out-of-shape garments to explain.
- • • You extract at higher speeds so you save more of your solvent—and still you get no moisture-set extraction wrinkles.
- • • Pressing goes faster because you have no deep-set wrinkles, shrunken linings and disturbed sizings to fight.
- • • Super C pops spots up to the surface where they're easy to see—leaves no rings or soil spread.
- • • Use moisture-free Super C and you speed work, save labor costs, increase your volume and you get better cleaning than you've ever seen from a moisture soap. ORDER Super C from your Jobber now.

Here's how easy it is
to use SUPER C...

First, determine how many gallons of solvent are in your system. Make sure that your solvent is in good condition—low in fatty acids and as water-white as possible. Add enough Super C to make a 2% charge. We show you how to maintain water-white 2% Super C charge with inexpensive treatments.

That's all there is to it...and you've eliminated most of the customer complaints that are caused by moisture systems.



a product of

CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

here's new life for your customers' clothes... and for your business!

Watch your customers' eyes light up when they see how thoroughly you remove spots and stains with your Hoffman "Electromatic" vacuum spotting board. And revel in their admiring remarks about those dresses, blouses, jackets and coats that you've restored to "new" shape and appearance with your Hoffman "Hi-Fashion." Yes, better spotting and finishing will push up your volume — and profit! Find out more about these two new Hoffman profit-makers by mailing the coupon below.

Or call your Hoffman distributor today.



GET FASTER, CONTROLLED SPOTTING WITH
THE "ELECTROMATIC" VACUUM SPOTTING BOARD

- Longer, better-shaped stainless steel work surfaces
- Super-vacuum through entire screened ends
- Choice of steam: wet, moist, dry or "feather-of-dry"
- Vacuum swing-shift sleever
- Sturdier construction to insure stability
- Also available in pedal-control "Hoff-Vac" model.



GET HIGH-PROFIT FINISHING
WITH THE "HI-FASHION"

- Fully automatic cycle brings finishing costs down
- Top-notch steam-and-air pressing results
- For all sizes of dresses, jackets, blouses, men's and children's coats and overcoats
- Pre-set cycle, adjustable by hand
- 360° revolving form for easy placement, inspection, removal.

To: U.S. Hoffman Machinery Corporation
105 Fourth Avenue, New York 3, N. Y.

Please rush me profit information, without obligation of any sort, on:-

- The Hoffman "Electromatic" Vacuum Spotting Board
- The Hoffman steam-and-air "Hi-Fashion"

NAME _____

ADDRESS _____

CITY _____

STATE _____

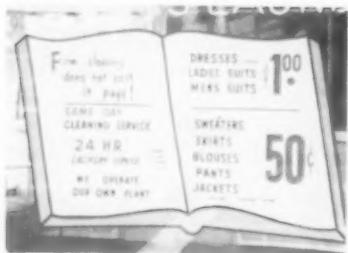


U.S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

BUSINESS BUILDERS

Book Sign Is Read



Painted like an open book is the unique sign above, used by Superb Cleaners, Los Angeles, California. Displayed on the inside of the front window, it has black lettering on a white background.

Because the sign is definitely a different shape it attracts attention—and gets read.

Pencils Write Profits



Athletic-event schedule pencils that "cost us around 3 cents each we consider the lowest-cost, highest-result advertising obtainable," says R. M. Jones, owner of College Cleaners, Huntsville, Texas.

The pencils give the dates and locations for all games but the best results have come from football schedules. Mr. Jones (shown above with Mrs. Jones) uses them for college schedules but the Joneses know of several firms in the area that use the pencils for high school baseball, football and basketball schedules.

College Cleaners has a daily radio program at noon. Just before distributing the pencils, the company goes on the air to announce the schedule and explain it.

"After we have built up considerable interest in the schedule dates, and

a good many people have called the plant, we announce that we have schedule pencils giving the full list of all games and their dates. This method seems to give the promotion a little extra push," says Mr. Jones.

Advertising Psychology

Dr. George W. Crane, whose popular syndicated column appears all over the country, had a recent article on the psychology of advertising.

He recounted a personal experience of a reader who improved his marital relations as the result of shirt-band advertising. He was the customer of an enterprising plant that used bands imprinted, "Have you kissed your wife this morning?" The provocative question caused him to do just that, with completely satisfactory results.

Dr. Crane points out that packaging can be utilized to cheer up customers or inspire them to practice better human relations. He further suggests that the advertiser give the customer a pat on the back occasionally, rather than toot his own horn constantly. It is a subtle way of selling your company and its services, and generates goodwill.

An occasional personal message such as the clever remark on the shirt band will help keep customers happy.

Price Chart Helps Customers



A big bulletin-board-type sign in the call office helps customers pick their own service at Melody Cleaners, Oklahoma City, Oklahoma. Since

services are completely listed, with prices, the customers can make a choice commensurate with their budgets.

Standard service on men's suits is \$1.10. Prices on the same item increase with faster service, up to \$2 for one-hour cleaning. At the bottom of the sign the day is shown when regular service garments will be ready. Days of the week are printed on a rotating wheel. Each day the wheel is adjusted to show the right day in position behind the opening in the sign face.

Photographed are Mary Jo and Dick Kelley, owners. Dick is president of the NID Alumni Association.

Shine on the House



In the lobby of Sterling Cleaners, Tampa, Florida, is a neat sign which reads: "You are just in time—FREE SHINE. Compliments of Sterling Cleaners." Owners Henry and Monroe McNatt have installed a heavy-duty shoe-shine machine which they estimate has increased traffic at the plant store by 20 percent.

Most regular customers drop in occasionally to have a shine and "half of the 'extra' people who stop by for a shine eventually become customers of ours," says Henry McNatt.

More than just a traffic builder, the shoeshine service cements relations with regular customers and attracts new ones.

Polyethylene bags
for Marben Cleaners
are made by
Kordite Corporation,
Macedon, N. Y.



*"The polyethylene plastic bag has
increased our business by 50%"*



And the Ozner brothers, Sherman and Jerry, of Marben Cleaners, New York City, report this big boost "without hesitation."

"Our two reasons for using polyethylene bags are to keep customers' sweaters fresh and clean and at the same time display a fine package. We've received hundreds of compliments. We definitely intend to increase our use in other ways . . . for example, as Christmas gifts to customers instead of calendars."

Better see *your* packaging supplier and find out how easily you can take advantage of packaging clothes in film made of BAKELITE Brand Polyethylene.

*It pays to package
in film made of*



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC**

30 East 42nd Street, New York 17, N. Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

EXCLUSIVE

Controlled Air Pressure to Finish All Materials..MAKES THE DIFFERENCE!



Fully Automatic Steam-Air control free's operator for other work. Single pedal starts automatic cycle. NO HAND SWITCHES TO OPERATE - LEAVES HANDS FREE TO DRESS MACHINE.

SPECIFICATIONS

Height: 68"
 Base Width: 24"
 Base Length: 48"
 Net Wt.: 160 lb.
 Shipping Weight:
 Domestic, 225 lb.
 Export, 400 lb.

Includes one set of No. 24 Sleevers, Vent Clamp and Adaptor Panel

F. O. B. Kansas City, Missouri

Greater Air Pressure with the Adjustable Air Control gives you a versatility unobtainable in other finishers.

You can cut the air flow down and do a beautiful job on delicate or stretchy garments, or you can open the air control and get enough pressure to shape the collar and neck of a coat regardless of the cut of the garment.

EXCLUSIVE: Glover Snap on Adaptor Panel Holds Coat Fronts.

AMBASSADOR
Cleansing Company

Mr. Bill Glover, Jr.
 Bill Glover, Inc., Kansas City, Missouri

November 14, 1955

Dear Bill:

I have an older dress air form and a coat air form that I hoped to retire in favor of a new automatic air form if I could find one that had the versatility to handle all types of garments equally well. I know you will be happy to learn that your air form is the only machine that has satisfied us on all counts.

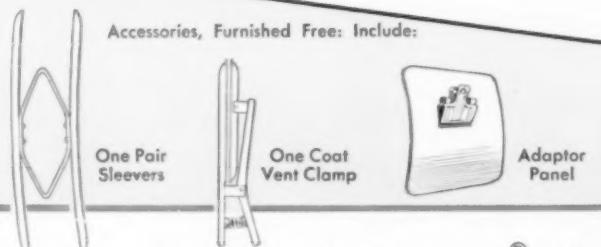
Bill, I think the outstanding features you should stress that every cleaner will appreciate are these:

1. The Glover air form is heavier and should last longer.
2. The condition and temperature of both steam and air are superior. We have shortened operating time without sacrificing quality.
3. Greater air pressure with the adjustable air control gives you a versatility unobtainable in other finishers. You can cut the air flow down and do a beautiful job on delicate or stretchy garments or you can open the air control and get enough pressure to shape the collar and neck of a coat regardless of the cut of a garment.
4. Location of control devices is correct for easy operation and servicing. Ease of rotation of form is an advantage. Foot controlled switch and clamps shutting themselves with a little push leaves both hands free to dress the machines, straighten the flaps, etc.
5. Size and shape of bag, good; extra fullness and greater range of adjustment really makes a difference. You have the flexibility to do a top quality job on all garments from dresses to the new boxy tire jackets and coats. The way the bag expands out to the extreme bottom permits finishing longer garments.

We feel sure your new finisher will find a ready welcome in the industry.

Sincerely yours,
 Harold Bowen
 AMBASSADOR CLEANSING COMPANY

Accessories, Furnished Free: Include:



Bill Glover, Inc.®

5204 Truman Road

Kansas City 27, Mo.

Printed in U.S.A.

this month...

Columbia

will make it's

250,000th boiler

Volume like this adds up to
important extra benefits for you...

greater material savings

greater production

efficiency (with savings on labor costs)

greater product efficiency

COLUMBIA

*h.r.t.**

oil or gas fired boilers

One-quarter million is a mighty big number—and one-quarter million boilers are your positive proof that Columbia makes a most efficient steam producer. There are cost-conscious plant owners in every nook and cranny of the United States, in Asia, in Africa, in Europe and in Latin and South America... who will tell you that a Columbia Horizontal Return Tubular type boiler produces more steam per dollar invested... more steam per dollar spent for fuel.

The coupon below will bring you the full
money-saving story.

**COLUMBIA BOILER CO. OF POTTSSTOWN,
Dept. NC-76
POTTSSTOWN, PA.**

Gentlemen:

Give us the facts on the superiority of your HRT
boiler as it pertains to our operation. We under-
stand there is no obligation, and we won't be
aggressively solicited.

Firm Name _____

Address _____

My name is _____

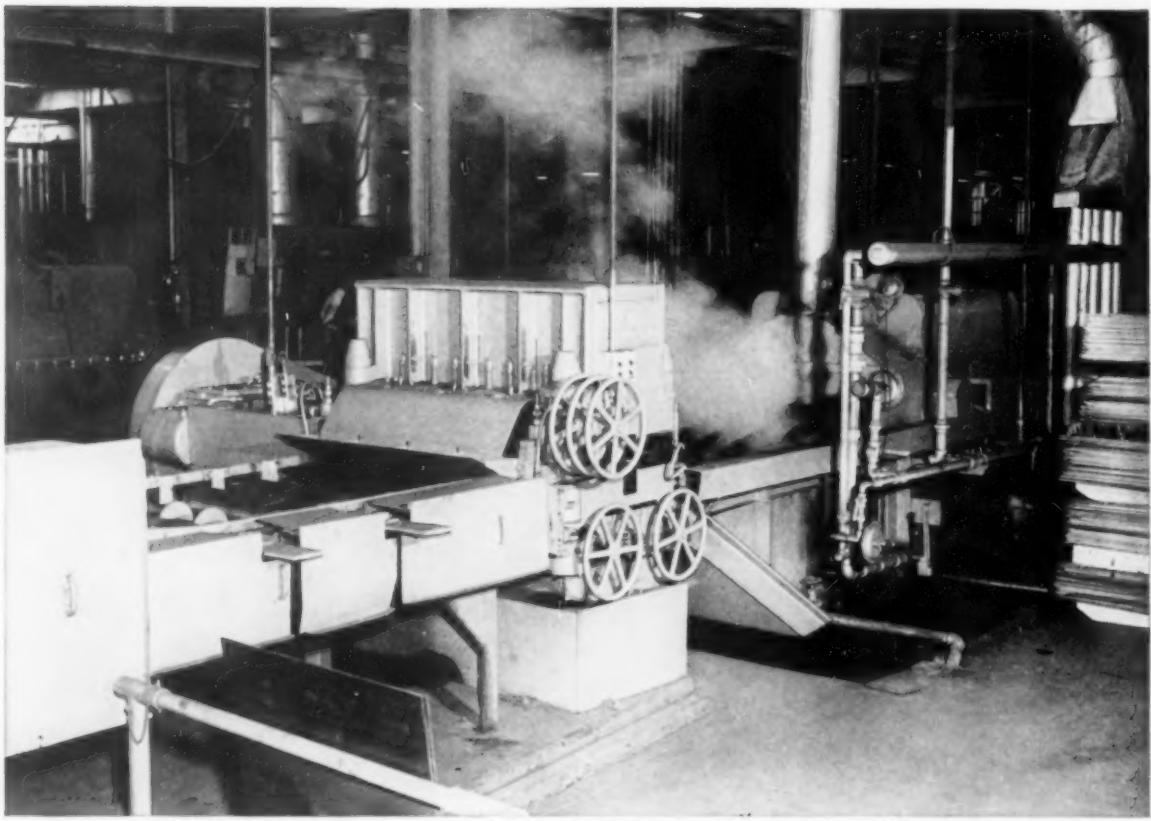
Position _____

*Horizontal Return Tubular Type:
2 to 60 h.p., gas, oil or combina-
tion gas and oil fired units.

COLUMBIA BOILER CO. of POTTSSTOWN

FACTORY & OFFICES: POTTSSTOWN, PENNSYLVANIA

Dow



Dow-specified lining, applied by Rheem Manufacturing Company, world's largest producer of steel shipping containers, protects DOW-PER drum.

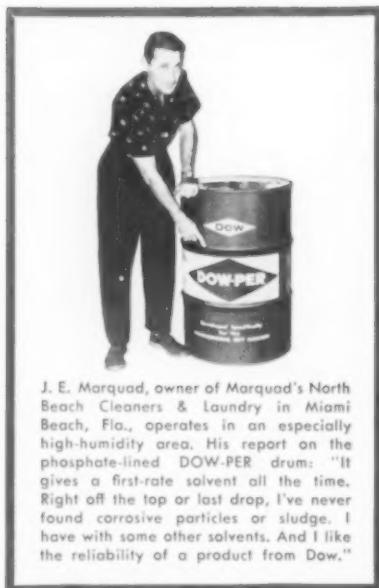
DOW-PER cures your high-humidity hangover

Drum's special phosphate lining keeps stored or open solvent pure, prevents breakdown so dangerously common when humidity climbs.

The coating you see being applied in the top picture means a lot to you. It's phosphate. It blocks moisture formation. It keeps DOW-PER® solvent uncontaminated no matter *how* high the humidity. DOW-PER reaches you with this degree of protection . . . which is of importance to every synthetic plant owner.

Long-established DOW-PER is your best buy on *all* counts. Always uniform, always available, DOW-PER helps your units run the smoothest, fastest cycles in the business. And your DOW-PER distributor has a satchel full of colorful new aids to help you tell a really convincing selling story to all the customers you'd *like* to have. Ask him for a supply when you place that next DOW-PER order. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on DOW SOLVENTS



J. E. Marquard, owner of Marquard's North Beach Cleaners & Laundry in Miami Beach, Fla., operates in an especially high-humidity area. His report on the phosphate-lined DOW-PER drum: "It gives a first-rate solvent all the time. Right off the top or last drop, I've never found corrosive particles or sludge. I have with some other solvents. And I like the reliability of a product from Dow."

ONLY OLSON

BRINGS YOU SUCH *SUPERIORITY* OF PERFORMANCE

in FILTERS... OLSON *Tubular Screen* FILTERS

Protected by patent No. 2,693,882

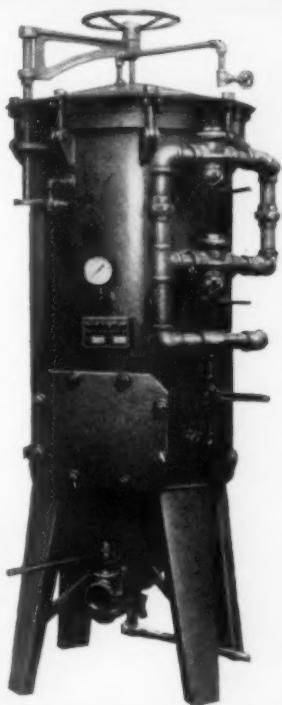
THE ONLY FILTER WITH ALL THE ADVANTAGES OF

"UP-FLOW" Tubular Construction! Filtering surface expands as the filtering process progresses; reduces build-ups, increases cycle duration.

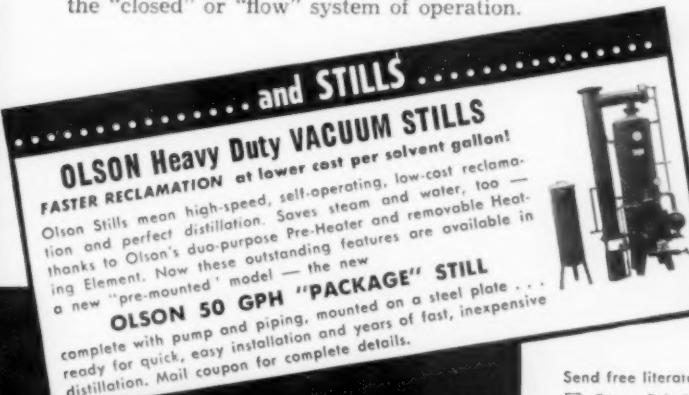
BLIND-PROOF CONSTRUCTION! Openings are "straight through" . . . no crevices, no ridges. All filtering is done on the surface — in seconds.

AUTOMATIC SELF-CLEANING! Turn two valves . . . the filter cleans itself in minutes — not hours — without messy scraping or changing bags.

PROVED PERFORMANCE in America's leading plants using the "charged" or regular solvent method . . . and the "closed" or "flow" system of operation.



OLSON FILTERS NOW FILTER
MORE THAN 5 MILLION G.P.H.



OLSON Heavy Duty VACUUM STILLS

FASTER RECLAMATION at lower cost per solvent gallon!
Olson Stills mean high-speed, self-operating, low-cost reclama-
tion and perfect distillation. Saves steam and water, too —
thanks to Olson's duo-purpose Pre-Heater and removable Heat-
ing Element. Now these outstanding features are available in
a new "pre-mounted" model — the new

OLSON 50 GPH "PACKAGE" STILL
complete with pump and piping, mounted on a steel plate . . .
ready for quick, easy installation and years of fast, inexpensive
distillation. Mail coupon for complete details.

OLSON FILTRATION ENGINEERS

1624 N. Kilbourn Avenue, Chicago 39, Ill.

The Oldest Name in Drycleaning Filtration

OLSON FILTRATION ENGINEERS,
1624 N. Kilbourn Ave., Chicago 39, Ill.

Send free literature on

Olson Tubular Screen Filters Olson Vacuum Stills

Name _____

Firm _____

Address _____

City _____

State _____

GADGETS and GIMMICKS

Underground Piping Helps Cool Plant



Elimination of unnecessary heat was a basic consideration when Wasatch Cleaners of Salt Lake City, Utah, designed its present building in 1946. Owner William J. Marz felt that steam headers were major contributors to plant heat. He decided to put all his piping underground.

Steam, return, vacuum, hot-water and even city water lines were placed in a tunnel. All lines are accessible in case of trouble. The tunnel is L-shaped, running 80 feet in one direction, then 30 feet across the width of the building. The chamber is 4 feet wide and 5 feet high.

In the tunnel, near its entrance, the pump and tank of the return system



are located. The air vacuum system and refrigeration equipment for the storage vault are also in the tunnel. In addition to reducing heat in the plant, placement of all this equipment below ground reduces the noise level in the work area.

Access to the tunnel is shown at left. A small room at the back of the plant houses a hot-water heater. Behind this is the pit, which has grab irons instead of a ladder or steps. Ceiling lights give adequate illumination.

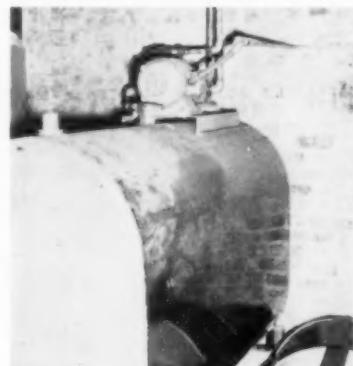
The picture at right shows the tunnel itself, with the air vacuum machine. The plant claims greater comfort to employees, and easier maintenance, by the underground system.

Providing the still isn't all fouled up, the muck slides through in a few minutes. Then the upper valve is closed again. Preferably, this muck is left in the trap tank for an hour or two to cool down as much as possible from the still's operating temperature. It is then drained into a covered receiving tank, which is wheeled outside.

So much low-end waste is bound to cake the still, sooner rather than later. This involves frequent cooking out with caustic solution. To prevent caustic from seeping over into the condenser and attacking the tubes, an opening is left at the manhole during the cooking. This is done by replacing the manhole cover with a half-inch pine board that covers the lower two-thirds of the opening. Holes have been bored through the temporary cover to fit the regular manhole bolts.

The still is by a back window of the plant, and is high enough from the floor so the opening is just below window level. This window is opened during the cooking-out process and all other openings in the room are closed. An intake fan on the opposite side of the room raises air pressure enough to force the caustic fumes out this back window.

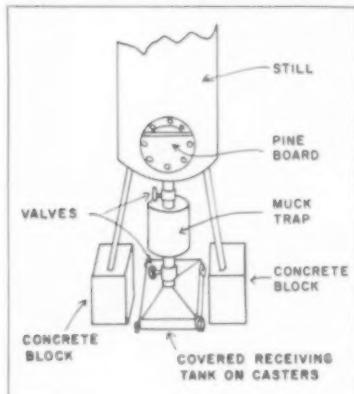
Solvent Tank in Garage



Carl Schmidt, owner of the Progress Laundry Co. of Chicago, Illinois, has found an answer to the problem of solvent delivery and storage.

Usually, he says, solvent must be brought in in 700-pound drums and takes up considerable space when stored in the cleaning room. Progress put a 275-gallon tank in the garage. Solvent is delivered in bulk, is put into the tank and then pumped upstairs without handling. Buttons on the cleaning units control the pumping.

Muck Trap Permits Continuous Distillation



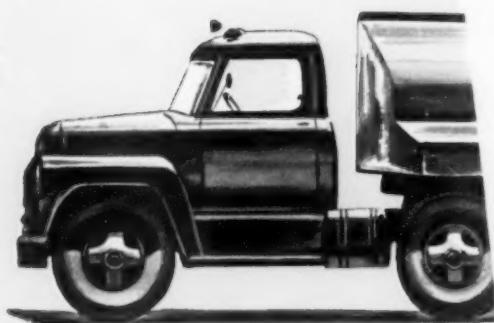
Continuous distillation through a comparatively small still is possible at Lamb's Cleaners & Dyers, Nashville, Tennessee, because of a muck trap that prevents loss of vacuum in the still while draining it. Because the solvent is saturated with industrial grease

and soil, it would otherwise be necessary to shut down and clean out the still several times a day.

A 2½-gallon tank was welded together out of 3/16-inch steel, with pipes projecting from the top and bottom. The still is raised 24 inches off the floor on concrete blocks. The upper pipe of the trap tank is screwed into the muck valve under the still. Another valve is screwed onto the tank's lower pipe.

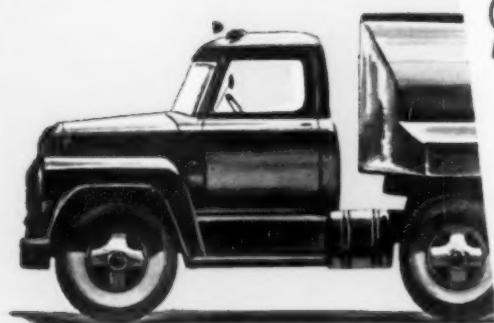
To drain the still while in operation, the lower valve on the trap tank is closed tight. Then the upper valve (still's muck valve) is cracked slightly. The vacuum gauge will drop an inch or two as air seeps into the still from the tank. When the gauge returns to its normal reading, the valve is opened wide and the muck drops into the trap tank. Should the upper valve be opened wide all at once, the inrushing slug of air might kick some muck over with the distillate.

SUIT THE SOLVENT TO YOUR JOB...



**SHELL
SOL**

for most
dry cleaning systems



**SHELL SOL
140**

where high flash point
is required and where
low odor is important

BOTH are approved and listed by the
National Institute of Dry Cleaning and
Underwriters Re-Examination Service

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





Be sure of fine cleaning every time



Control panel with new direct reading relative humidity indicator

Now you can tell at a glance what the humidity is in your washer—and set your humidity control accordingly. You *know* each load is being carried at the proper humidity.



Exclusive Honeywell electronic gold-grid humidity control—reacts immediately to adjust to the slightest humidity variation in your cleaning solvent. You're *sure* of the right water supply *all* the time.



Super-accurate Honeywell temperature control—guards the quality of your work. No more cold, inefficient solvents or damaging runaway temperatures. No more danger of excessive fumes, or high temperature shrinkage.

New Honeywell Humidity Control System gives solvent relative humidity at a glance—works with any type of cleaning equipment

YOU GET quality cleaning—load after load—with the new Honeywell humidity and temperature control system working for you. Sensitive, accurate control of your dry cleaning solvent means less spotting, wrinkling and shrinkage . . . brighter colors, fewer breaks . . . less color bleeding and fabric piling.

Only the Honeywell system—made by the world's leader in controls—features the new direct reading relative humidity indicator that tells you the humidity in your washer at that instant. Only Honeywell provides a *complete* system—no additional hardware is required. The system is easily installed, simple to operate and surprisingly low in cost.

This system can be used with one or two bath processes—with any type of equipment—with high or low soap concentrations.

Find out how the Honeywell system can help make repeat customers for you. See your soap or washer manufacturer, call your local Honeywell office, or write Honeywell, Dept. ND-7-118, Minneapolis 8, Minn.

MINNEAPOLIS
Honeywell

112 offices
across the nation



First in Controls

NATIONAL CLEANER & DYER



Why are American women the best dressed in the world?

Because there are more professional drycleaners in America than in all the rest of the world put together!

American women are smart, chic, dressy, snappy . . . everything that well-dressed women should be.

But they're active and athletic . . . on the go from morn to night . . . into a car and out again. Clothes take a beating!

Who keeps clothes in condition? Who restores them when soiled or stained? Who perks them up? The professional drycleaner!

Drycleaners have big advantages in America. They have compact, efficient, synthetic drycleaning units and unlimited supplies of high-grade cleaning materials like Stauffer's 'Perk'. You can get 'Perk' from your dealer in the big blue-and-white drums. *Would you like a poster copy of this ad for display in your shop?* Ask your Stauffer dealer. Also . . . ask him for the attractive window sign which tells your customers you

"perk'em up with 'Perk'"



STAUFFER CHEMICAL COMPANY

380 Madison Avenue
New York 17, N. Y.

Sold Through Drycleaning
Supplies Distributors Everywhere

EDITORIALS

Long-Range Planning

If you are thinking about expansion, or a new drive-in plant, here is a word of caution. The Federal Government, as well as many states, has tremendous plans afoot for the development of superhighways.

This will involve the condemnation of property for badly needed roads. Before you invest in any new venture, be sure to check with your local and state planning commissions. Find out where these new highways will be located. Even though the location you select may not be condemned, it is possible traffic patterns may change completely.

Elsewhere in this issue is the story of a plant that was condemned because of throughway construction in Connecticut. In this case the forced move was a blessing. It prompted the rejuvenation of a sick operation. The old location was in a deteriorating neighborhood, and call-office sales were dwindling to the point of nonexistence.

This story has a happy ending. But it could have been the reverse. Witness the countless gasoline service stations and roadside restaurants forced out of business by highway changes.

Some plants are bound to be affected by these future developments. This is unfortunate, but you can't unring a bell. Our concern at this time is with plants not yet started. A visit with your planning commission may save you a future headache and thousands of dollars.

Two-Way Street

Member plants that support the National Institute of Drycleaning enjoy many advantages over competitive nonmember cleaners. Members' dues and reports repay them in the form of research, up-to-the-minute information and prestige. Participation means protection to the cleaner and his customers.

Similarly, there are topflight organizations that operate for ethical business publications. We proudly display the two symbols of integrity in our field, denoting membership in the ABC and ABP.

These have real meaning for you, our readers. ABC stands for the Audit Bureau of Circulations. This organization audits and verifies our subscription list semi-annually, without bias. This guarantees our advertisers honest circulation. It assures our readers that they are all treated alike, and fairly.

The ABP symbol signifies membership in our industry's trade association, the Associated Business Publications. This membership is partially predicated upon our adherence to the circulation methods and ethics evidenced by our ABC membership.

The ABP is currently celebrating its fiftieth anniversary. It has worked for a half century to bring business publications to the potent force they are today. It is significant to note the very first principle

set forth in the Code of Ethics and Standards of Practice adopted many years ago by the ABP. It was, "To consider, first, the interests of the subscriber." While everything contained in the Code and Standards of Practice is important to good publishing—and therefore publishing integrity—this initial principle is one that gives the ABP symbol its real meaning to you, the reader.

As the ABP celebrates its Golden Anniversary, then, we take this space to repledge our support of the high publishing principles for which it stands. We reassure each and every one of our readers that we will ever "consider, first, the interests of the subscriber."

If we help you to be more successful, then we can count upon your continued support. Without smooth flow on this two-way street, we both lose.

For Ladies Only

In the interests of increased attendance, most state conventions offer special entertainment for the wives. This may be in the form of guided tours to points of interest, theater parties or similar programs.

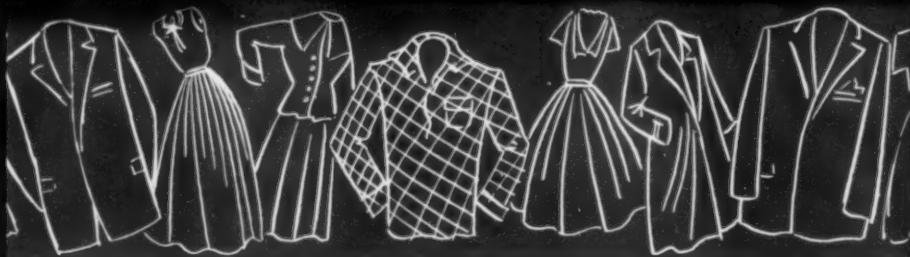
One idea that has wide popularity is the presentation of a fashion show. A leading apparel shop in the convention city will furnish the garments and models to display the latest fashion trends. That's all to the good. The women love it and it does add to convention registration.

It does seem a shame to put on these fine shows for the exclusive interest of the ladies. Convention committees are missing a bet by excluding the men. What better opportunity for the cleaners to get first-hand information on the latest styles? It is of prime importance for the cleaners to be aware of styling. Unless we know how the garments were meant to look, how can we be certain the clothes have been finished correctly in our plants?

The recent National Institute of Drycleaning convention in Dallas had a fashion show for both ladies and men. It was extremely well attended and did as much for the education of the cleaners present as did the regular business sessions.

Program committees of state conventions can take a cue from the national show. Many of their members do not have the opportunity to attend the annual NID meeting. They can bring this important feature to their members and do them a real service in the process.

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.



PROOF!

MORE PROFIT*

When You Switch to the

DETREX

Process

***IT WILL HAPPEN TO YOU, TOO!**



SCHEEFER CLEANERS

5825 North Michigan Road

INDIANAPOLIS, INDIANA

Chris Strapulos (left) and Paul Farris, brothers-in-law, are co-owners of Scheefer Cleaners, Indianapolis. Chris learned the drycleaning trade while working for his father in Kokomo, Indiana. Following his schooling at Purdue University and service with the Army, Chris was employed by the Indiana Light Company. He opened his first drycleaning store in 1948.

Paul joined Chris in 1952. He had attended Indiana University and served in the armed forces. After a venture in business he decided to join forces with Chris in the drycleaning field.

DETREX CHEMICAL INDUSTRIES, INC.

Dept. G-60
BOX 501, Detroit 32, Michigan

- Send my Free Copy of the illustrated, pricing catalog.
- Send me information on how Detrex Process can increase my profits.
- Send me information on the lease arrangement for a Detrex Coronet or Two-Bath Coronet and Synth-O-Saver.



NAME _____

COMPANY _____

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CITY _____

ZONE _____ STATE _____

THE FABULOUS DETREX STORY OF PROFITS

Chris and Paul owned two different makes of synthetic drycleaning equipment . . . before their new Detrex Ambassador Two-Bath with two Synth-O-Savers. Their profits have skyrocketed since they switched to Detrex, so, quite naturally they are sold on the Detrex Process.

Here is how Chris and Paul compare the operation of their Detrex Ambassador with their previous synthetic machines.

- 1 *There is no wet cleaning department now.*
- 2 *One operator handles all cleaning and spotting—spotting is a mere 10%.*
- 3 *They use 50% less solvent with the Ambassador.*
- 4 *They have doubled their business via greatly improved cleaning quality . . . proven better by the many comments they receive from their customers and increased business.*
- 5 *The same number of persons (10) efficiently handle twice the previous volume.*

Chris and Paul gambled on the growth of the suburb they are now serving. The business of the previous occupant had failed but they knew quality cleaning and fast service would draw business from other suburbs until the population surrounding them increased. Their gamble has paid off as evidenced by their weekly volume of 6,000 pounds.

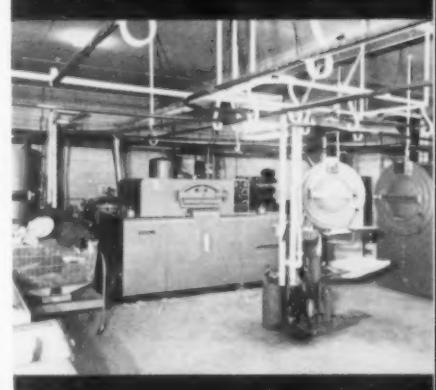
Since adding the Detrex Ambassador, Scheefer Cleaners have built their operation into a highly profitable business. Their building is very modern—80' x 70'—in size. They offer drive-in facilities and cold storage service. The cold storage vault houses 3,200 garments and is typical of the advanced planning that has gone into their operation.

We Can PROVE You Will Make More Profit!

Detrex is simple to operate and it's easy to switch to the Detrex Process. In fact, you can lease a Detrex Standard Coronet or Two-Bath Coronet and Synth-O-Saver.

Mail the coupon and we will send you complete information on the lease plan and how the Detrex Process can increase your volume, and increase your profit.

Detrex offers you—FREE, an attractive, illustrated, counter, pricing catalog. Mail the coupon today for your copy.



Perhaps It's Time You Stopped
Dreaming of a **DETREX**
and Started Owning One!

Why put off the purchase of Detrex equipment any longer? Any Detrex owner will tell you that the purchase of Detrex dry-cleaning equipment is the best investment you can make. And the reason that they'll tell you that is because Detrex returns a very high profit on the investment. But don't take our word for it . . . ask any Detrex owner in your area . . . he'll tell you how his profits have risen since he bought Detrex drycleaning equipment.

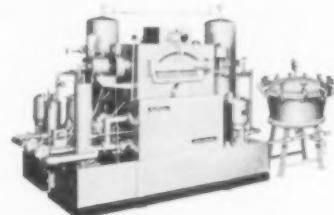
There are three big reasons why Detrex provides more profits.

- 1 *Detrex provides highest quality cleaning and fast service . . . which can't help but increase volume.*
- 2 *Detrex reduces spotting, re-runs and wet cleaning to an absolute minimum.*
- 3 *Lowers supply and overhead costs and reduces labor per work load.*

Detrex machines are available in three popular sizes to fit any operation. If you're low on cash, you can start realizing those Detrex profits anyway by leasing a Detrex Standard Coronet or Two-Bath Coronet and Synth-O-Saver.

SEE COUPON

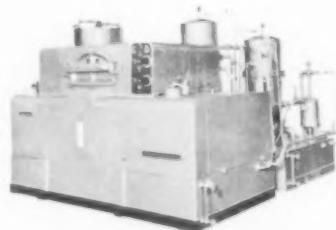
ON PREVIOUS PAGE



Coronet—60-80 lbs. capacity per hour



Monarch—90-100 lbs. capacity per hour



Ambassador—over 200 lbs. capacity per hour



Synth-O-Saver—for miser-like solvent consumption

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DETREX **CHEMICAL**
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

PUSH BUTTON TROUSER TOPPING



with **Topper-Matic**

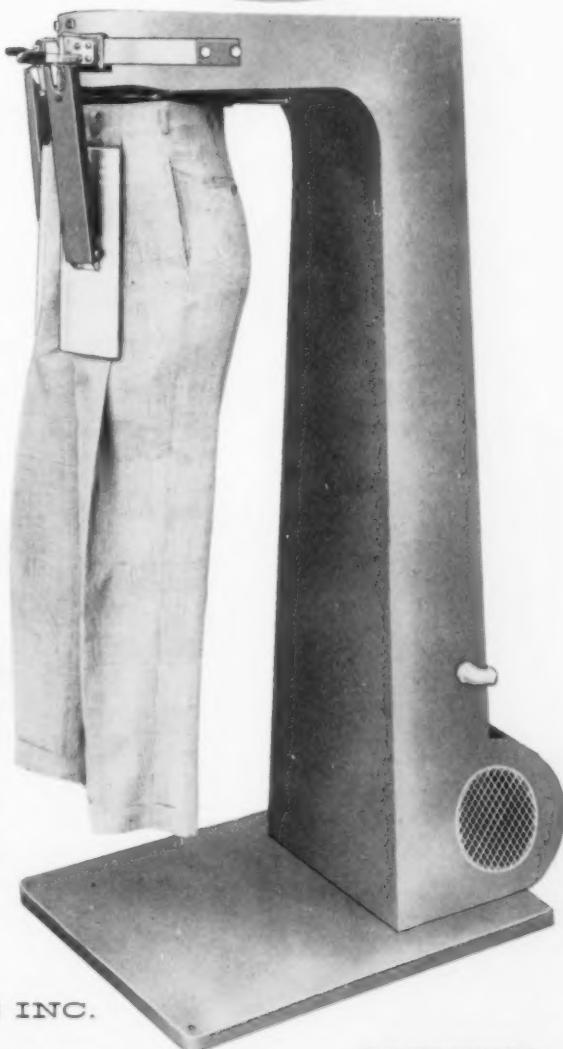
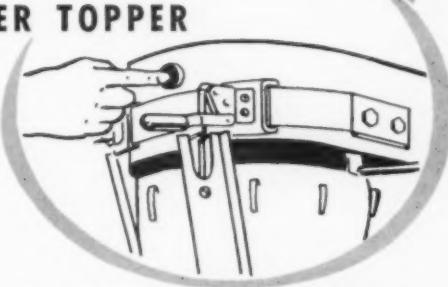
STEAM AIR TROUSER TOPPER

- ✓ Automatically Finishes Trouser Tops
- ✓ Removes Crotch Wrinkles
- ✓ Removes Static and Conditions Entire Leg

TOPPER-Matic is the first trouser finishing machine to approach automation. The operator slips trousers over the form, positions pleat holders and presses button to start a 30 second cycle of steam and air. Automatically the tops are finished during the cycle. Immediately, without walking, the operator turns to adjacent legger or utility press to finish the legs of the trousers previously topped. Results are beautiful sharp pleats without shine or impression. Waist bands and pocketing more beautiful than ever before. This means quality.

With Topper-Matic and a legger or utility press . . . production more than doubled with Single Operator

Trousers are your biggest item in the plant, yet the conventional method of topping is one of the most inefficient and time-consuming operations. Install a TOPPER-Matic for more production and more profits. See your jobber for further details.



DORCHESTER HOUSE • DALLAS 10, TEXAS VICTOR 6745

PATENTED



BEFORE: Old call office had funeral air. Heavy furniture, dark paneling and outmoded lighting did little to attract customers

AFTER: Believe it or not, this is same call office. White paint with blue accent and modern lighting revitalized room. Overstuffed furniture is gone. Cage of exotic birds at left creates customer interest. Balcony for offices has been added at right. Mechanized conveyors provide quick customer service

Dynamic Changes Spark Sales in Old Plant

Here's what happened when creative management took over a losing proposition

By HARRY YEATES





A NEW BROOM sweeps clean, and that's just what Cecil Treadway did in Chicago. Until now, he has probably been best known as the owner of the highly successful Boushelle Rug Cleaners in that city. When he acquired the old Birek-Fellinger cleaning plant in Chicago, he literally tore it apart and put it together again.

Mr. Treadway has recreated an operation of which the industry can well be proud. The changes he wrought include a new call office, a drive-through,

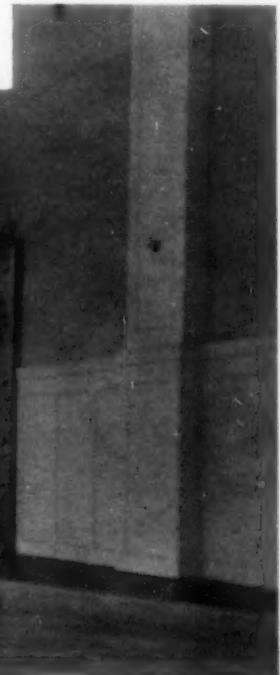
new equipment and layout plus latest production techniques and merchandising.

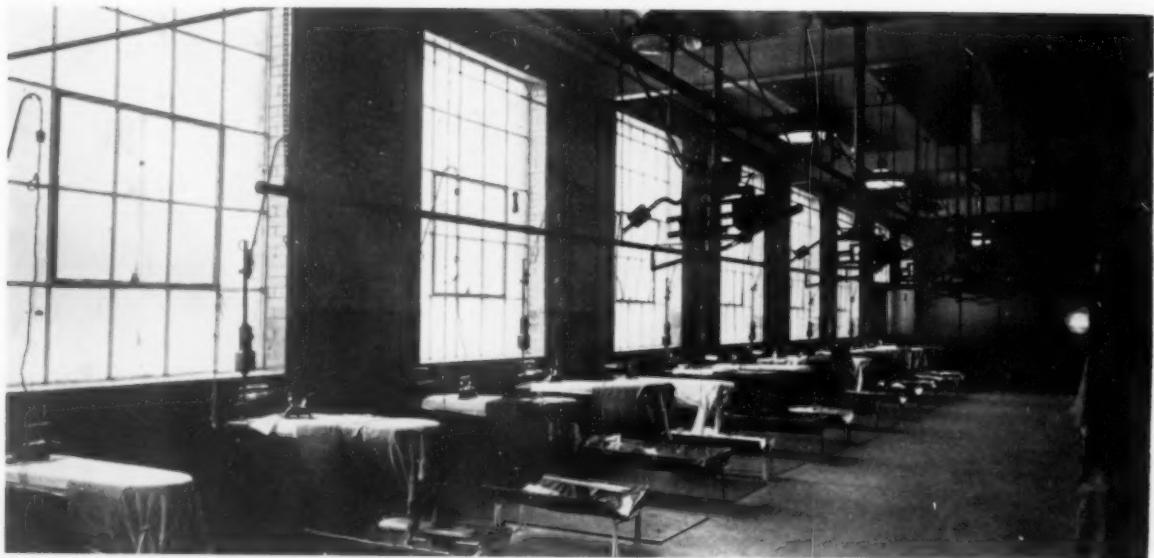
Months ago he was faced with expansion problems at his rug plant. There simply wasn't enough room to add to the building. At the same time the owners of Birek-Fellinger were looking for a buyer. Mr. Treadway felt this would be an excellent investment for two reasons:

1. It would give the rug plant adequate storage space for its growing

BEFORE: Lobby of old call office did little except add to austerity. It also meant extra steps for customers to bring and collect orders

AFTER: Same wasted space was converted into drive-through. Now customers can practically drive to counters. They are completely sheltered from weather and avoid parking problems on busy street. Here is an example of creative thinking





BEFORE: Here was old silk finishing department. Production efficiency was sacrificed in interest of obtaining good natural daylight. Hand irons constituted equipment for each unit

volume. It would provide space for a rug repairing department. It lent itself to the idea that one day the entire rug operation could be moved to that location.

2. It was a challenge to apply the same successful techniques of his rug business to a drycleaning plant.

During December of 1955 Cecil Treadway purchased the assets of

Birck-Fellinger plant on Chicago's South Side. At the time the transaction was completed this old-established drycleaning firm was doing an annual volume of half a million dollars. But during the last six or seven years the firm had been losing approximately \$36,000 a year. The new owner decided to revamp the entire 55,000 square feet of floor space in the plant, judged one of the largest

in physical area in the United States. Floor space in the finishing department alone measures 130 by 150 feet.

When the new plantowner took possession of the business, quality in the finishing department was high. Therefore, he did not have to combat a bad reputation when he bought the business. But time and progress indicated that if these yearly losses were to be wiped away there would have

AFTER: Entire finishing department has been modernized. Both wool and silk sections have through-the-unit production. Wool department at right has air-driven presses, steam-air finishers and puff irons. Silk unit at left consists of one-girl units with offset presses and all necessary auxiliary equipment to do complete machine finishing





Another great Sanitone dry cleaners' contest

PRIZES TOTAL

\$5,000.00
IN CHRISTMAS
SHOPPING SPREES

1st PRIZE... \$1000.00 Christmas
Shopping Spree at Marshall Field & Company*

IS¹ Day All-Expense Round Trip to

Smash Hit Success of '55 Contest Demands a Repeat!

Here it is...
**BIGGER and
BETTER**

Here's all the appeal that won new customers to Sanitone Dry Cleaning in '55 with plenty of new "angles" including optional local contests for Sanitone licensees who really want to hit the jackpot. The big full page ads run in SATURDAY EVENING POST (July 28 issue) and August LADIES' HOME JOURNAL.

Find out how you, too, can become a Sanitone licensee and share in these profit boosters.

RUNS FROM AUGUST 1ST TO SEPTEMBER 30TH

To find local Sanitone Dry Cleaners...

Just look in the classified section of your phone book under "SANITONE APPROVED SERVICE". If no Sanitone Dry Cleaners are so listed, write us immediately. Do it today.



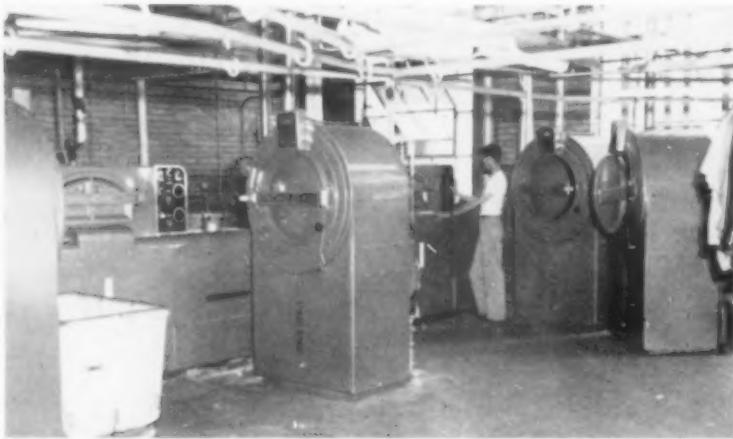
28 VALUABLE

- Two 2nd Prizes of \$500⁰⁰ each
Christmas Shopping sprees in local stores
- Two 3rd Prizes of \$250⁰⁰ each
Christmas Shopping sprees in local stores
- 15 Additional Shopping Sprees...*100⁰⁰ ea.
- 8 Consolation Prizes...

Each a \$50.00 (at maturity) United States Savings Bond

Sanitone
DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower—Cincinnati 2, Ohio



NO DEPARTMENT was overlooked; every piece of equipment was replaced. Old petroleum equipment was discarded in favor of synthetic units. Two cleaning machines and two solvent reclaimers handle the plant's volume with ease.

to be a complete overhauling in the operation of the plant.

During December 1955 productive costs in the plant were 35 percent. With the assistance and assurance of his allied tradesmen the plantowner was guaranteed that this figure could be reduced immediately. As of May the total productive costs have dropped to 22 percent.

The new management has spent \$130,000 on equipment and remodeling of the building. Every piece of old equipment has been replaced. In six months the volume has begun to edge up and the profit-and-loss statements are commencing to change as planned. This can be attributed to four factors which have brought the plant up-to-date in every respect:

1. Remodeling of the building.
2. Maintaining employee morale.
3. New equipment and change in workflow.
4. Promotion and advertising plus strong public relations.

1. Remodeling. The first change in the physical appearance of the building was made in the call office. It measures 70 by 153 feet. The entire area of dark-paneled walls was painted stark white with a blue accent.

In the vast amount of wasted space several startling innovations were completed at this time. To take advantage of the extremely high ceilings in this portion of the plant a second-floor balcony was built into the original layout of the call office. Eventually

this will be used as general office space and will afford plenty of space to hold meetings and entertain various women's groups who will be touring the plant during the future months as part of the rug cleaner's long-range promotional efforts.

The plant was completely cleaned and the glazed cement walls act as testimony to the quality of the basic construction. After the plant was cleaned the new owners decided to install one huge glassed-in drive-through that would run the length of the building and cut down on so much unnecessary space in the layout at the front of the structure. Construction started on this drive-through after a permit was granted from the city to make the change.

By this time everything seemed to mushroom into one improvement after another. Automatic doors were installed and large sheets of glass separate the call office from the drive-through. The marble floors were cleaned and the area in the finishing room was painted.

2. Morale. At this point in the facelifting operation the plantowner started a campaign to boost morale among the employees. A party was held in the plant for all employees and their families. This had never been done before. Messrs. Cecil Treadway Sr. and Jr. reassured everyone that they were all part of the operation, that the plant had an excellent reputation for quality work and they wanted their relationship to remain strong after all the physical changes had been completed.

The new plantowner realized that



CREATIVE MANAGEMENT has converted successful merchandising methods that sold rug cleaning services to highly effective drycleaning advertising. On weekly television show Cecil Treadway, Jr., explains various services. Here he tells viewers about box storage and "Fellingerized" garment in its plastic bag.

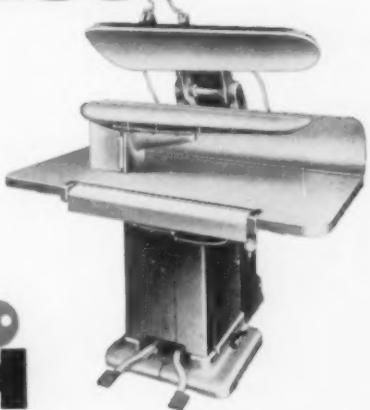


happy customers . . . happy pressers . . . **HAPPY YOU**
with a new
HOFFMAN PRESS!

Everybody's delighted with the results turned out by a new Hoffman press. Your customers come back time and again when their clothes carry that carefully-pressed-by-hand look. Your pressers welcome the easy handling that makes pressing with a Hoffman so much less fatiguing. You enjoy lower costs of operation, meaning higher profits, because the Hoffman whips through more work every day—yet will give you years of trouble-free service.

Whether you prefer foot-pedal or "Aero-draulic" operation, get a Hoffman and get happier pressing. Your distributor will tell you all about the easy, convenient terms under Hoffman's exclusive 5-year installment purchase plan. Call him today, or write:

U. S. HOFFMAN MACHINERY CORP.
105 FOURTH AVENUE, NEW YORK 3, N. Y.





WARCO'S PRE-OIL-BREAK

was specifically compounded to remove oxidized oils, greases, butter fats, milk, cream and caramelized sugars. Recent tests, however, prove that it is equally effective for the removal of virtually 95% of all stains encountered by drycleaning spotters. Thus it is usually found to be self-sufficient without the application of other spotting chemicals. Simplify your spotting operation, as thousands have done, with the almost exclusive use of this wonderful spotting agent. Order from your jobber today.



LABORATORIES

P. O. Box 62066, Los Angeles 17, Calif.

Send for our full-line brochure

through the years the backbone of the organization had been the skilled employees working in the plant. And he didn't want to lose this important link and insurance for success no matter how many things were changed in the building itself.

3. Equipment and workflow. Equipment in the cleaning room was scrapped and in its place two new synthetic machines were installed. As garments come into the plant they are marked, weighed in 40-pound loads, taken to the cleaning room. According to Mr. Treadway, the new equipment plus a complete rearrangement of workflow will make it possible to double the volume coming into the plant. In addition, he believes that garments are cleaned 20 percent better with the new units.

Employees in the plant include the following: two markers, one drycleaner, one hanger who sorts the garments for spotting after they have been cleaned, one silk and one wool spotter, four regular silk finishers and three fancy finishers, five utility pressers, one inspector, two lining touch-up girls, one assembly girl, three repair ladies, one girl in a special necktie and glove finishing department, six girls in the curtain department, one bagger, and one floorlady in the inspection department. The entire operation is now under the supervision of a general manager and a plant manager. There are three girls in the call office and five office personnel.

When the garments come out of the cleaning units they are placed on slickrails and broken down for the silk or wool finishing units. Both departments have been centrally located in a line down one side of the plant. Garments are fed through units then out of the main slickrail to the inspection point. A lining department is located to the left of the inspection unit and any touch-up is taken care of at this point. The garments are moved on to the assembly area where they are broken down into 11 drivers' routes or for delivery into the call office. The plant now has over 2,000 feet of slickrail.

Each finishing unit is complete and the presses have been arranged so as to gain maximum production from each unit with a minimum of movement from one process to another.

After the garments have been assembled they are moved on the slickrail to the bagging department and each garment is wrapped in polyethylene. The roll of polyethylene in the bagging machine sets and seals the garment. Garments are then placed on an automatic conveyor for delivery to the routemen.

The shirt laundry installed in the

room formerly occupied by the wet-cleaning department operates on one 2-girl unit, one 25-pound washer, an extractor and a starch cooker. Wet-cleaning is still done on a small scale in this section of the plant.

A newly installed automatic fur cleaning machine affords the plant-owner the opportunity of applying an antistatic agent in the tumbling process. This causes the fur garment to release the cleaning agent in one-tenth the time it would ordinarily take. The pillow cleaning machine is also part of the new equipment in this department.

4. Promotion. From his experience and success in the rug cleaning business Mr. Treadway is convinced that "cheesecake" sells service. With this background he is applying the same principle to the drycleaning plant through a concentrated promotion on a "Fellingizing Process." With the inauguration of this drycleaning service he has created a demand for a service that has never been afforded in the plant before.

The combined advertising budget of Boushelle and Birk-Fellinger runs around \$150,000 a year. This includes a television show, a radio show and numerous 10- and 20-second spot commercials on two radio stations in Chicago. Since the rug cleaning firm is the parent company, all expenditures on advertising at the new drive-through drycleaning plant can be justified on the basis of the combined efforts of both businesses.

Every service in the new plant is promoted through the use of television and radio. Customer complaints have been cut 80 percent since the introduction of plastic packaging. On the weekly television show Mr. Treadway, Jr., shows the plastic bags, and to date the telephone response has been tremendous. People are now calling the plant asking for a pickup so that they can obtain one of the new plastic bags for their finished garments.

On a recent television show Birk-Fellinger presented for the first time a showing of its family box-storage hamper. It is planned to distribute these boxes to customers with the idea that if the customer returns the box she will be allowed 42 pounds of storage for \$5.95. Garments will be cleaned and returned to the customer in the polyethylene bags.

Applying a basic selling technique to drycleaning services is the most important factor in the success of the new operation. If Birk-Fellinger is doing something on such a big scale, it is apparent that creating the desire on the part of the customer is the most important point, whether the plant is big or small. #

BLEEDING STOPPED SOLVENT STAYS



"GO-BACKS" WENT DOWN 25% AT 78° ALWAYS!

"My VIC COOLER
Cut Out Bleeding Completely
Cut Down Re-Runs 25%
Makes Finishing a
Cinch!"

says Jim Marqua, proprietor of
North Beach Cleaners, Miami, Florida

PHONE 86-2121
7134 BISCAYNE AVENUE
MIAMI BEACH, FLORIDA

LAUNDRY
North Beach Cleaners

"An Exclusive Cleaner for Fine Garments"

Mr. Irving Victor
Vic Cleaning Machine Co.
1313 Hawthorne Avenue
Minneapolis 3, Minn.

Dear Irv:

My VIC SOLVENT COOLER has been doing the job of a Hercules! Man, was it hot here last summer. Temperatures went over 100 degrees in our cleaning room, but the VIC COOLER kept the SOLVENT in our filter and sump tank at a cool 78° without any trouble at all. This made a big difference! Bleeding stopped, and our "go-backs" went down 25%. It's superfluous for me to say that we are happy with our VIC equipment. The results speak for themselves. Looking forward to seeing you on your next visit to Miami Beach, I am

Sincerely,
James E. Marqua, Jr.
JEM:an

P.S. Cleaning with synthetic solvent at a constant 78° gives us a much easier garment to finish, too.

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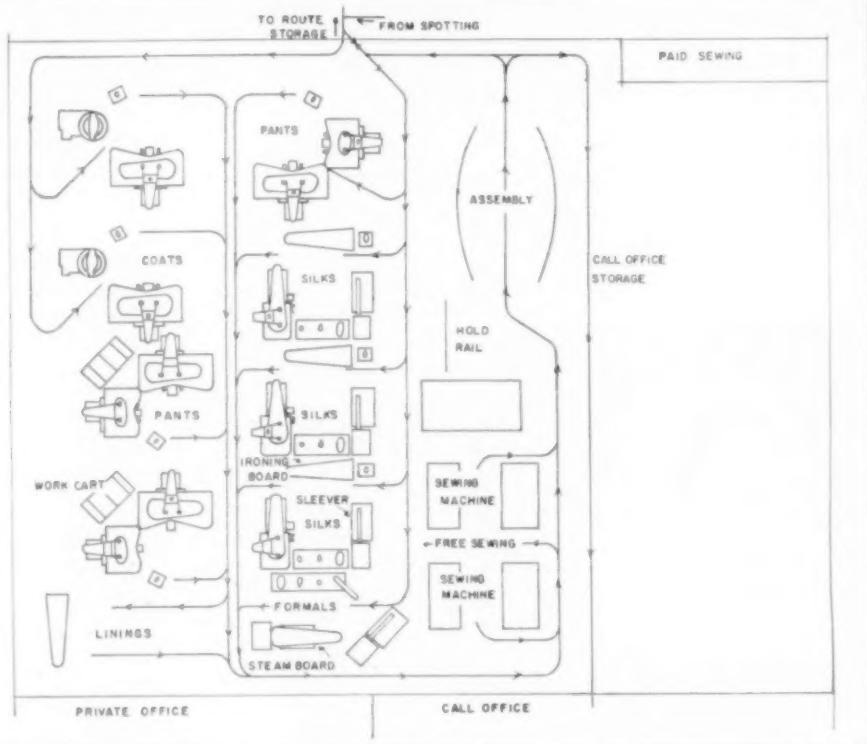
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FINISHING ROOM layout at Bryan's Cleaners takes advantage of latest production thinking. Through-the-unit workflow, splitrail assembly and raised platforms for sewing department are typical examples. This layout plus an incentive plan have reduced personnel from 40 to 23.



Engineered Layout, Incentives Reduce Waste

Conversion simplified by good employee relations

By LOU BELLEW

SEVERAL DISTINCTIONS can be claimed by Bryan's Cleaners and Dyers of Pasadena, California. It is reportedly one of the first California plants to adopt finishing room concepts recommended by the National Institute of Drycleaning.

Secondly, Bryan's was quick to take advantage of the stimulus the new layout created. Other improvements were carried through all phases of processing, and even accounting procedures. Last, but not least, the plant accomplished drastic reductions in costs and payroll with full cooperation of the employees.

The inside story of how this was accomplished may provide plantowners with many valuable tips if similar changes are being contemplated.

Immediately preceding the new layout, in 1953, the plant employed 40 production people. Owner Garnet C. Bryan realized the first step was an efficient floor plan. He utilized the services of the NID, independent engineers and the help gained from equipment suppliers.

After the best ideas were condensed to a workable plan, the plant personnel were brought into the act. Booklets were compiled telling the workers

just what advantages would result for them with the new layout. Meetings were held twice daily with production workers.

The whole plan was presented to

Mr. Bryan's first interest is his employees. That is the prime reason they went along so well with the incentive plan. For example, his plant and offices are completely air-conditioned. Two big rooftop cooling towers keep the interior 20 degrees cooler than the outside.

INCREASE YOUR
VOLUME THROUGH
QUALITY, WITH
STOD-SOL,
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Some drycleaners believe their key to bigger volume is speedy service—and APCO solvents help greatly in making plant operation more efficient. But QUALITY of workmanship is even more important to steady volume increases; and that's where Stod-Sol "shines." Ask your distributor for details.



PRODUCERS

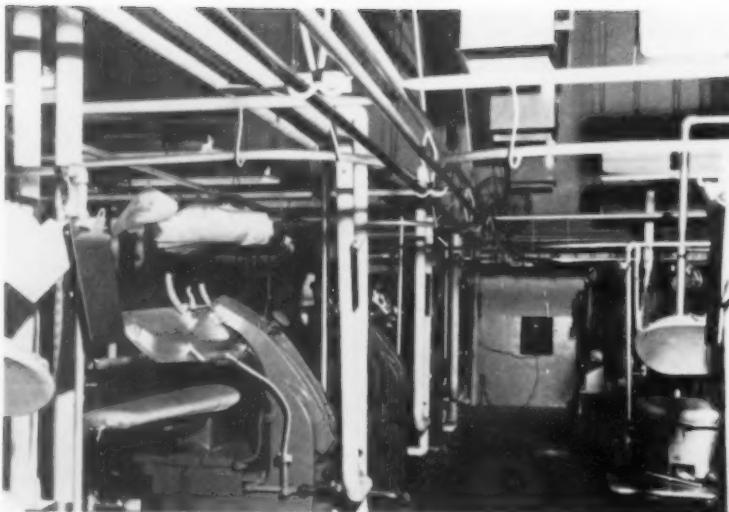


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VIEW OF FINISHING department reveals many features. Note good slickrail arrangement, with drop-offs. Ducts at top are for air-conditioning system. Roof cooling towers lower plant temperature 20 degrees. Piping arrangement of steam lines is neat, well insulated. Good house-keeping is a must at this plant.

the personnel in detail so no misunderstandings would result. Suggestions and ideas were solicited. It was explained that the revised layout was a forerunner to a fair incentive plan. And this preselling was consistent. The twice-daily meetings lasted several weeks.

The actual changeover was made over a long weekend. Meetings continued daily to work out any problems that might have arisen. There was no rush to jump from one change to still another. The plant took two years to completely develop the new workflow before tackling the incentive phase.

To focus the importance of layout

alone, the plant reports it was able to reduce its staff from 40 to 32 people. This year the management felt it was now in a position to take full advantage of an incentive plan. Before it started, Mr. Bryan again held the twice-daily meetings with employees, stressing employee benefits. It was clearly explained that standards and quality could be attained with reasonable effort using the NID Standard Hour Individual Incentive System.

Again, booklets were passed out to break down the entire plan to simple, understandable terms. The transition was smooth because of two important reasons. First, it was a fair incentive. Second, the employees were

presold. And the results have been rewarding both to the help and to management.

The crew of 32 was almost immediately reduced to 23. Reductions were effected in the pressing and spotting departments and repairs. The work is going out faster and is of equal quality to that previously produced. Many workers are earning 47 to 48 hours pay for 36 hours actual work. Instead of working the usual 40-to-44-hour week, hours have been reduced to 34 to 38 hours. This is based on a plant volume of close to \$7,000 a week.

According to Mr. Bryan, many plants are handicapped by spotters and finishers lording it over the inspector. This employee is too often on a much lower wage rate. His thinking is to pay the inspector in line with other wage rates. Her job is extremely important and it also puts her on the same plane with the workers whose production quality is her responsibility.

In Bryan's plant the inspectors do get a base rate commensurate with other production workers. They also participate in an incentive plan. But this has an unusual twist to insure top-quality work for the customers. Their regular incentive is based on the same percent and is tied in with the same bonus paid the finishers.

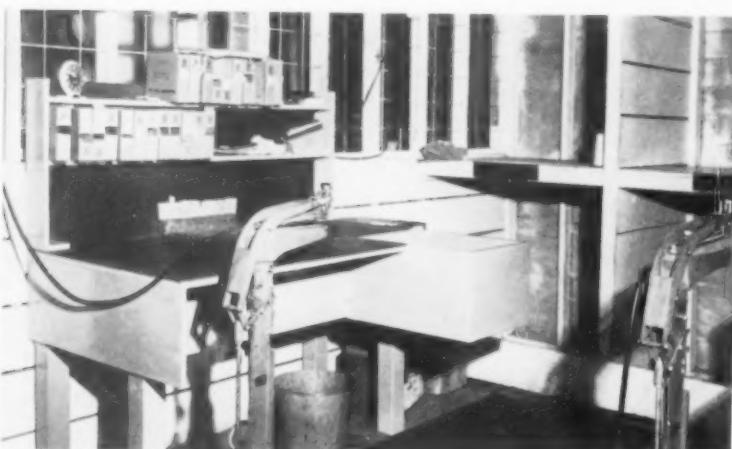
Strict Quality Control

Here is where quality control comes into the picture. Inspectors are allowed 10 customer complaints per 1,000 garments shipped. If the complaints are fewer than 10 the girls receive an additional 5 percent bonus. To make it even more attractive, if complaints fall below five they get an additional 5 percent. These payments are in addition to the regular bonus paid the inspectors which is based on finishers' production.

This has resulted in excellent quality control because the inspectors really inspect. On top of that, their earnings are good. Some girls have received as high as 30 percent of their base pay in the form of these extra rewards.

Marking production has greatly stepped up, thanks to the layout and incentive. This department formerly produced 60 pieces per operator per hour. The garment bins were on one side of a room, and the marking table on the other side. Twenty steps were required between stations.

The hoppers have now been placed one step to the right of each operator. That step alone speeded production to 90 pieces per hour. Since the incentive plan has been introduced



IMPROVED PRODUCTION began in marking department. New layout required placing marking tables adjacent to garment bins, saving 20 steps per operator. Automatic staplers also assisted in production increase from 60 to 120 pieces per operator per hour.



here's an
idea that
helps keep your
customers
satisfied . . .

The impression your customers get when they first put on a garment you've cleaned—that's the one that counts!

To insure a good first impression, advise your customers not to remove garment bags till ready to use!

When kept on clothes in the closet, International Bags prevent mussing and wrinkling. Keep clothes clean, dust-free, well pressed.

A suggestion like this makes for loyalty. Loyalty that pays off at the cash register. Try it. Call your supplier today.



production has climbed to 110 to 120 pieces per operator. Automatic staplers have been credited with part of this increase, too.

The plant followed the suggestions of the NID in the repair department. Here again good results were obtained. The women in this section now sit on a raised platform, 18 inches above floor level. They take the work off the repair line, finish the work on the garment, then feed it onto an express line on the other side of their position. All this is accomplished from a sitting position in a comfortable swivel chair.

Instead of two ladies working full time, half the time of one person is devoted to making hangers and other odd jobs in the plant. It is expected that the near future will find one person handling the entire job.

Paper Work Cut Down

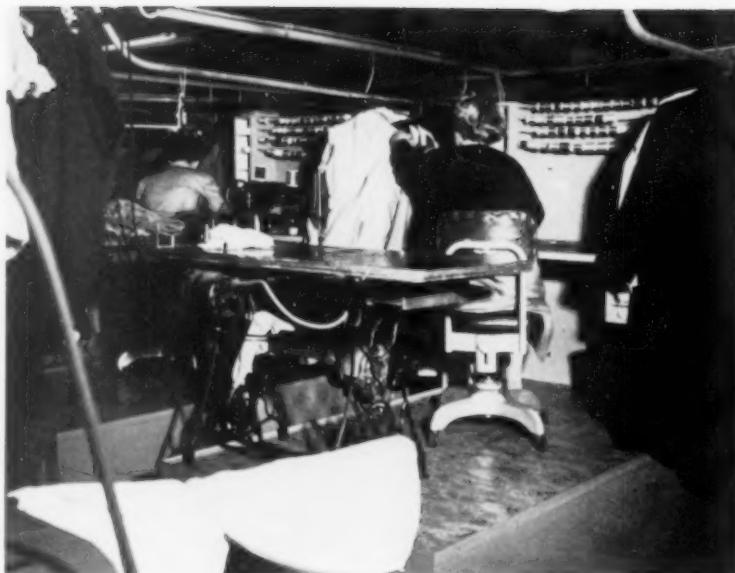
As these improvements took effect, management saw possibilities for savings in other departments. The book-keeping department was streamlined to keep it apace of production improvements. Since nearly 75 percent of volume comes from route business, any economies of paper work represent substantial increases in profits.

Under Bryan's old system of charged, delivered work an effective but complicated system was used. A record was made of each ticket. This was checked against the routeman's cash returns and charge returns. Each customer had a ledger sheet. This had to be pulled from the file, typed with the entry and returned to the file.

The customer was billed from the totals accumulated on the ledger entries. The operation took an average of 14 working hours per day. This included time to type addresses on statements to customers at month's end.

Here is how the operation was improved: The firm now uses sales books having a duplicate and tissue copy. The original ticket is turned in by numerical order by the routeman. Cash tickets and charge tickets are separated. The original tickets are used to charge each routeman with the amount of cash he owes. He is given one week's grace on this amount.

The original charge tickets are immediately posted on the customer's ledger card and the invoice goes into that customer's file with the ledger sheet. The duplicate copy is sent into the plant with the bundle for processing, and is used for identification. Each night as the routeman turns in his cash the amount is credited against his route's operation. At the end of the month, on charge accounts, the cus-



FREE-REPAIR seamstresses work from raised platform, 18 inches above floor level. Swivel chair permits operators to take work from one line, process it, and place garment on opposite side to express rail.

tomer is mailed all the original tickets together with a ledger statement.

Much of the unnecessary typing has been eliminated. Further reductions resulted from the use of addressograph plates for mailings. Office work has been reduced from 14 to 3 hours daily. Skilled typists and prima donna bookkeepers are a thing of the past.

One girl handles the addressograph work in two hours, one day a month. Formerly a first-class typist used to spend eight hours a day for the first two and a half weeks each month. A combination of methods and management has really paid off in this plant.

In the case of the production workers, the first week under incentives they produced 89 percent of normal efficiency. Within eight weeks they were up to 126 percent and the figure is still rising. Quality continues high because of good controls and tight inspection.

Routes Get Attention, Too

The same sound thinking is applied to the route sales. Since we visited this plant less than two years ago, each of the nine routes has shown an increase of approximately 12 percent. This is no accident. Route meetings are held religiously every Wednesday. These are real work sessions where sales techniques and process knowledge are covered. Mr. Bryan wants his men to know fabrics and details of production so they can sell his services intelligently. At the same time a report is read telling how many orders were brought in by each

man the preceding week. These salesmen have quotas, some definite goal at which to aim their sights.

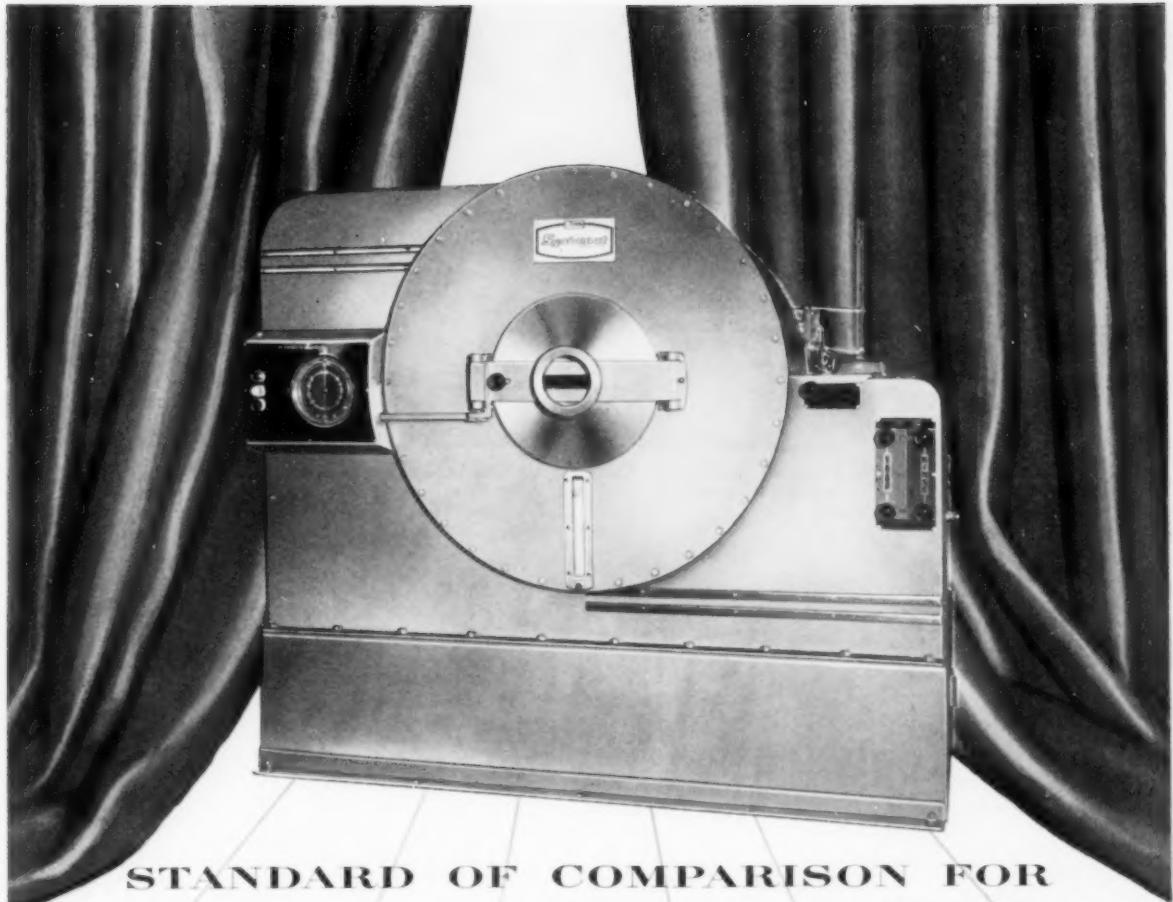
Specific items are covered from time to time to keep the men abreast of fabric developments. A recent meeting was devoted mainly to the handling of leather goods and furs. Thus the men can be enthusiastic in their sales presentations. But not so enthused that they oversell the customer. They know what their plant can do and what its limitations are.

The accomplishments of Bryan's Cleaners can be achieved anywhere. The essential ingredients are careful preplanning, bringing the employees into the act, and then close follow-up by management. This combination can bring you more profits and a bright future, too. # #

The Man in Management

Garnet C. Bryan is past president of two outstanding California cleaning groups. He headed the California Drycleaners Association and the Los Angeles Cleaners and Dyers Association. He also served three years on the Board of Directors for the California group.

He is past president of the Pasadena Kiwanis Club and a member of the Tournament of Roses Association. Planning for increased activity in civic and drycleaning affairs, he appointed his son-in-law, William A. Bell, as plant superintendent. Bill is a graduate of the general and management courses of the NID.



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July, 1956



Syntomat



NEW THROUGHWAY forced abandonment of former location in slum area. Market survey and careful search provided Rapoport Cleaners with one of best sites in Bridgeport, Connecticut. Cross streets are two main arteries in city, in better residential district. Supermarket offers ample parking behind building

New Throughway Forces Move, Rejuvenates Old Business

Condemnation of property after 40 years in old location proves blessing in disguise

By ART SCHUELKE

WHEN OWNER Harry Coleman bought the long-established Rapoport Cleaners six years ago, little did he realize what lay in store for him. The main asset of this Bridgeport, Connecticut, plant was an excellent reputation for quality work. Beyond that, it had little to offer. But this customer acceptance, plus plans of the state highway commission, finally saved the day for the new owner.

Most of the equipment was obsolete, worth perhaps a few thousand dollars in salvage. A more serious problem was the plant location. Forty years ago, when the business was established, its site was perfect. Just across the river from the business district, the operation was convenient to the residential district.

Through the years the neighborhood became heavily industrialized. Tenements took over what once was a middle-class area. Extremely heavy

traffic, parking restrictions and low-income families just about wrecked the cleaning plant's walk-in business.

Mr. Coleman had come from another city and didn't realize how bad the situation was when he signed a five-year lease on the property. Fortunately, the business had two good truck routes. They kept the plant in the black in spite of steadily declining store sales. They accounted for better than 75 percent of the volume while the plant remained at the original site.

Market Study First Step

About a year before the lease expired, it was learned that a new throughway would cut across the plant's property. Condemnation proceedings forced a move. Mr. Coleman had time to seek another location and was determined not to get stung twice. He did some market research.

A check of his route sales indicated that a substantial portion of volume was coming from an area about two miles from the old location. He canvassed the section, found that it was inhabited by families in the middle income bracket. Bordering this district were the elite families of Bridgeport.

That the potential was excellent is indicated by the fact that two leading food chains had established large supermarkets in the neighborhood. They had studied the market carefully before building their elaborate stores, complete with parking facilities. This is where good fortune smiled on Rapoport Cleaners.

One of the supermarkets was located on the intersection of the two main arteries of Bridgeport. A major portion of traffic in town crosses here, to and from the better suburban developments. The grocery chain's building had an extra store of some 3,400

Wetcleaning is costlier than you think

*Reduction in wetcleaning
may mean the difference between profit and loss
in a highly competitive business*

by C. B. KASSON

Everyone associated with commercial drycleaning has long realized that wetcleaning is a very costly operation.

However, few plantowners fully recognize the far-reaching effects of wetcleaning in its influence on production costs.

Seldom does anyone take time to figure how great the savings are from a substantial reduction in wetcleaning, or in what manner these savings are achieved.

The cost conscious plantowner may benefit from the following factual information.

Probably the highest paid worker in a drycleaning plant is the wetcleaner...that is, when his pay is figured on either the number of pounds of garments he handles or the number of pieces of wetcleaning that he produces...even though he may not be by any means the highest salaried employee. *NID Management Bulletin #26* titled "WHAT DOES A SUIT COST?" shows that the wetcleaner produces an average of 10 pieces per hour. If the wetcleaner receives \$1.50 per hour, each wetcleaned piece costs 15¢ extra in labor, over and above a drycleaned garment. Neither does this take into consideration the cost of other items such as supplies of wetcleaning soap, digester, sizings and sours...nor does it include interest on the investment in equipment for the wetcleaning department. Several good plant operators have pointed out that...per item handled, the wetcleaning department requires the greatest capital investment of any part of the plant. The wetcleaning department is also the place where better than 75% of the customer claims originate, no matter how good the operator may be.

20¢ per pair of trousers

In figuring productive labor costs, note that almost 50% of your total production budget is for the finishing department. This is where a garment that has been wetcleaned really becomes expensive. Trousers

being the garment most apt to reach the wetcleaning department, let's use a pair of them as an illustration. In most cases the trousers are stretched—either on a trouser former or by hand on the press—and with a topnotch operator, about 70 pieces an hour would be a good "average". If your operator gets \$1.50 an hour this will raise your finishing cost by 2¢ a pair. Should you "split the seams" and iron the pockets, as many plants do on wetcleaned trousers, you can add approximately another 2¢ to your costs.

No matter which department handles the extra work entailed in the finishing of a pair of wetcleaned trousers, the result is universally accepted as doubling the finishing costs over a pair that have been drycleaned only. On time studied piecework plans, invariably the payment for wetcleaned trousers is double that of a drycleaned pair...and with an incentive point system, the points assigned to a garment that has been wetcleaned is usually at least 100% more than for the same item that has not been wetcleaned.

Time studies show that a good finisher working at an average speed will turn out between 27 and 31 pairs of drycleaned trousers per hour. If the hourly rate for wool finishing is \$1.50, a pair of drycleaned trousers cost 5¢ to produce. Since it takes twice as long to finish a pair of wetcleaned trousers as it does one that has been drycleaned only...production would be about 15 pairs of wetcleaned trousers per hour, and this means an additional 5¢ has been added to the labor and supply costs of wetcleaning a pair of trousers...the total additional cost then becomes something more than 20¢ a pair.

When using the "fresh-soap-to-each-batch" system it was not unusual for 19% of all of the items going through a plant to be either wetcleaned or immersed in water for some reason...and the $\frac{1}{4}$ to 1% no-

rinse system reduced this to around 10% of the items handled. The MYCEL process has lowered the wetcleaning to 3% or less in most plants, and it is not difficult to see where the reduction in production costs has been achieved.

And what price spotting?

Considerable savings also accrue in the spotting department...with the $\frac{3}{4}$ to 1% no-rinse charge system, it was possible for a spotter who did his own wetcleaning to handle about 43 pieces per hour. With the plant using the MYCEL process under the same conditions, it is not unusual for a spotter to handle from 60 to 63 pieces per hour, as they come, on a yearly average. If we take 43 as a good average for the 1% no-rinse system and 62 as an average for the MYCEL process plant, the reduction in spotting cost will be 30%...no matter what salary you pay your spotter.

Probably of equal importance from a quality standpoint is that a good spotter working with the MYCEL process now has time for the removal of the more tenacious stains, which are very time-consuming. In the past many tenacious stains have been left in the garment for lack of adequate time to work on them. This means better quality drycleaning.

Productive labor cost reduced 3.23%

In a nation-wide survey of 51 plants who had operated for one year or more on the 1% no-rinse system, then changed over and operated for one year or more on the MYCEL process...the "average" reduction in productive labor costs was 3.23%. Every plant in the survey pointed out that the reduction was brought about by savings in the wetcleaning, spotting and finishing departments.

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety. This is because the MYCEL process provides two constants which never before were attainable.

• CONSTANT MOISTURE LEVEL

IN SOLVENT

Based on 3/10% of charged solvent

RESULT:

Near-elimination of wetcleaning

• CONSTANT MOISTURE ABSORPTION

BY FABRICS

Based on 15% dry weight of rayon

RESULT:

No wrinkling or other distortion
of fabrics

NID Fellowship Bulletin F-14 supplies graphs and tabulations which illustrate the above constants. For free copy write to R. R. STREET & CO., INC., 561 W. MONROE ST., CHICAGO 6, U.S.A.



BUILDING RESTRICTIONS required switch from old petroleum equipment to new synthetic machine. Silk spotter also operates unit with aid of rough spotter shown at right

square feet, plus a basement of equal size. It had been occupied by an auto appliance chain that had recently gone bankrupt.

Mr. Coleman immediately negotiated for the lease. It offered everything he needed. He was right in the center of his best market. Employees of three of the biggest factories in town pass the location on their way to and from work. The supermarket was well-established, had shown continued growth. People were in the habit of coming to that area to shop. There were ample parking facilities. The entire back end of the shopping location was devoted to parking.

A satisfactory lease arrangement was signed, and Rapoport Cleaners passed its first hurdle. Other major decisions followed. One was mandatory. The plant had always used petroleum solvent, but building regulations required a synthetic setup.

New Equipment Pays Off

Since most of the equipment at the old plant was obsolete, it was scrapped. An old press was moved as a stand-by unit and a bagging machine was brought along. A drying tumbler and a sewing machine, since rebuilt, were also moved. Outside of these items, everything else is new.

The plant handled shirts on an agency basis. It was decided to install a one-girl unit. This sideline endeavor has proved highly successful. The plant handles upwards of 1,500 shirts a week and is already planning to make this a two-girl operation.

Another point to consider as a major management decision was whether to continue routes. Mr. Coleman had the usual problems that confront all plant-owners on their route operations. But he had come to realize that it was his



MUCH OF REPUTATION for quality is due to free repairs provided on all garments. Drapes at left conceal fitting room used for major alterations, another important service here

routes that had kept him in business previously. "Many of our customers are among the wealthier class of people, and they won't do business any other way," is Mr. Coleman's own comment. So routes were kept. It is interesting to note that they have had a marked increase in sales, coincident with the move.

It should be noted that the move was immediately successful. The break-even point was exceeded the very first week in business and has been growing without letup. A better balance has been effected between routes and store volume. The plant store now does two-thirds of the business, the routes one-third—and they have grown since the shift.

Many factors have contributed to the success of the venture, aside from the obvious one of proper location. First, the plant continues its policy of quality cleaning. There are no short

cuts here. Prices start at \$1.25 for men's suits and \$1.50 for ladies' dresses. Minor repairs are done completely, at no extra charge. All linings are hand-ironed.

A major change has been the speed-up in service. Garments can be processed within three hours, for which a service charge of 25 cents is added. Regular service is 24 hours, including shirts. Specials are taken as late as 1:00 p.m. on Saturdays. Store hours have been arranged to cater to drivers in customers, either going to and from work or shopping.

The call office is open at 6:45 a.m. and closes at 6:00 p.m., except Thursday and Friday nights. The supermarket stays open until 9:00 p.m. on those evenings, and so does Rapoport Cleaners. At first the night volume was light, but it has steadily gained in popularity among the plant's customers. This volume is becoming in-



PLANTOWNER HARRY COLEMAN checks invoice inventory and sales with his "right-hand man," Virginia Kosman. Sales at new location have been augmented by shirt laundry. Despite success of new cash-and-carry venture, route sales have shown steady increases



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And you should know about #4, because it's why you can always depend on all the Dicalite filter powders.

#4 is multiple plant operation — deposits and processing plants at widely separated points, served by different railway systems. No local difficulty can ever cut off Dicalite supply. And that's why you'll always be able to get all the Dicalite filter powders you need — right now, not next week or next month, but *today!*

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creasingly important to the business. Because of fast service and people's shopping habits, the plant gets an excellent balance of work. The latter days of the week are just as busy as the traditional Monday and Tuesday rushes the old operation enjoyed.

Merchandising played an important part in the success of the new venture. Mr. Coleman had many years experience as a producer of Broadway plays as well as successful sales-management know-how. He used both abilities to kick off the grand opening. Approximately \$700 was set aside for newspaper and radio advertising.

For better than a week before the opening, the newspaper carried a daily "teaser" ad. The day before the opening a half-page insert was used. Radio spots were carried several times a day on the local station. State lottery laws prohibit any drawings, but all visitors on opening day were given small gifts. The children weren't overlooked, either. A professional clown passed out favors to the kiddies. Free refreshments topped off the opening-day festivities.

Liberal use of window signs and displays carries on the impact of the initial promotion. Printed bags (in-

cluding plastic), button tags, bundle inserts and other promotional pieces are constantly used.

A large electric sign deserves special mention. The plant is located right on the corner of the busy intersection. The building is wedge-shaped rather than rectangular. It commands a view from any direction, particularly from three roads that seem to lead right into the building. The entire top half of the store front is lighted with neon tubing. The installation cost better than \$2,000, but it was a worthwhile investment. It proclaims to the public that Rapoport is there to serve them, and it carries the message 24 hours a day.

Unforeseen Requirements

This installation, plus wiring needed for the machinery, necessitated a complete rewiring of the entire building. This was a point not taken into consideration in the beginning, and it added to the cost of the new setup. It is something to check when such moves are contemplated.

Another problem was encountered, too. The full basement has a low ceiling, about 7 feet high. In order to accommodate the new 30 hp. boiler, a special arrangement had to be made at the factory for the flue. Instead of coming out the top of the boiler, it was necessary to have the stack come from the end, with an elbow arrangement. Then it was learned that the city code would allow oil storage of only 275 gallons maximum in an open room.

There was no way to bury a tank outside the building. Requirements were finally met by putting a large tank in the basement. It was then necessary to surround the tank with a 12-inch-thick concrete wall. Between the wall and the tank, sand was poured to a depth of 6 inches on all sides.

This added expense was another unforeseen item. It points up the importance of checking the minutest details. Not only can considerable money be saved, but time as well. The plant opening was delayed several weeks because of the boiler and wiring problems that arose.

Since only a few items were salvageable from the old plant, the entire layout came to nearly \$45,000. All that was retained were the routes, an excellent reputation and management know-how. But they were the all-important ingredients. The plant has been a success since it opened its doors last January. Every time Mr. Coleman rides that new throughway he can thank his lucky stars that it forced his relocation. # #



9
times
out
of
ten . . .

You don't have to re-clean when you spot with **TarGo**[®]

You can save labor costs. You can save machine time. You can save soap. You can save solvent. How? By using TarGo to remove stains that remain after cleaning . . . and, in nine cases out of ten, eliminating the need to re-clean the general run of wool and silk garments.

TarGo gives you this important advantage because TarGo is the unique spotter that works on both dry and wet sides. You apply TarGo dry to the stain . . . you flush it out wet when the spot disappears. Then the garment is ready for the pressing line, and another costly re-clean has been avoided.

TarGo is the ideal spotter for removing all oily-base stains. Even hard-set "toughies" like permanent lipstick, oxidized oil and grease, rubber-base paint, shoe polish, airplane dope, ball-pen and printer's inks, tannin, etc. — all break up quickly when exposed to TarGo's powerful penetrating action. And, because it's highly concentrated, TarGo works twice as fast — with less manipulation — on routine spots too.

Here's how to use
TarGo
and avoid re-cleans



- Apply small amount of TarGo to stain (add a little synthetic lubricant if you wish)
- When stain breaks up flush with water gun . . . dry with clean cloth . . . feather out with steam gun



It's a WILSON "GO" product . . . made by A. L. WILSON CHEMICAL CO., KEARNY, N. J. . . . sold by LEADING JOBBERS

FABRIC FACTS—

THE DRYCLEANER'S GUIDE
TO BETTER PROCESSING
AND FINISHING . . .



LINENS have always represented high fashion as well as every day practicability. This suit is typical of the beautiful styling featured this spring in leading stores all over the country. Note the natural soft finish of the bow, a trap for the heedless finisher. Avoid sharp creases here, as well as on the collar and cuffs.

PART III

How To Identify, Clean, Spot and Finish Linens

By LAURA PORTERFIELD and CORT ANTONSON

ONE OF THE OLDEST fabrics known to man, linen still retains its popularity. It dates back 10,000 years, almost to the dawn of civilization. It was an important part of the culture of Egypt's Pharaohs. Linen is found in the finest toweling, tablecloths and napkins, and it is an important fabric for suitings and dresses.

There is a large demand this year for ladies' full-length linen coats in all colors. Add this to the quantities of men's suits, ladies' dresses and two-piece suits and you have a fabric deserving of a separate article in this "Fabric Facts" series.

Pointers on Identification

Most linen garments are proud of their fiber and carry a label telling us they are pure linen. Both warp and woof threads are this fine fiber. Some dresses today are blends of linen, wool and Orlon. But generally in the lower-priced lines of garments, the blends are made up of linen and cotton.

This blend is difficult to discern, even with the burn test. Both fabrics have the same characteristics. Here is how linen reacts to the flame test:

1. It burns with a bright flame.
2. It has a slow, steady flame.
3. It has a light feathery ash.
4. The odor is one of burning rags.

Linen is made in five different weaves, illustrated here. It is generally recognizable to the average plant employee. Some linens have a crease-resistant finish which is not removable. They do not require any additional sizing after cleaning.

Cleaning and Spotting Suggestions

Linen, like cotton, is a cellulose fiber. Processing of both is quite similar. Two outstanding characteristics of linen are its strength of fiber and great water-absorption ability. The

latter accounts for its wide use as toweling. Linen further has natural "body" and a pleasing luster when finished. Processing should be done with these properties in mind.

As mentioned previously, pure linen needs little or no sizing. Often cotton and rayon are used to produce a fabric known as "butcher linen." This is a horse of a different color and does need sizing. It is not true linen.

Years ago most linen garments were wetcleaned, for two reasons. First, water could not be used in drycleaning systems. Poor water-soluble-soil removal occurred. The other was that linens just naturally wetcleaned easily.

Today's charged systems permit the use of moisture in the cleaning wheel. Better water-soluble-soil removal takes place. Then, with the current high wage rates, it is an economic necessity to let the wheel do most of the work.

Linens need moisture during the cleaning cycle. However, we must guard against the problems that occur whenever we clean fabrics like cotton or linen. Redeposition and color transfer may occur. If the linen garment is not heavily soiled, moisture should be held to about 60 percent relative humidity.

If the garment is heavily soiled, the moisture run should be at about 75-80 percent. If the moisture is added manually to the washer, the first 5 to 10 minutes of running time can be used as a dry break run. Then add the moisture and maintain constant filtration during the balance of the cycle.

Since linen is a strong fiber, it can tolerate a long running time. Best results will occur with a 30-minute cycle in petroleum plants, 12 to 15 minutes on filtration in synthetic operations. If your plant does not have moisture controls, this formula is suggested. Use 1 to 1½ ounces of 50 percent moisture stock per pound of

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Out on the job is where a truck earns its keep—and that's where famous Chrysler engineering pays off for Dodge truck owners! Here's how Dodge can help *you* save . . .

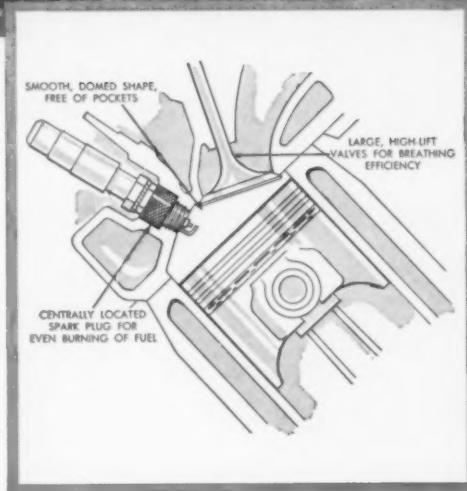
Low maintenance. You get thousands of added miles of like-new engine performance because combustion chambers have no "pockets" to accumulate carbon.

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Add it all up, and add in the fact that Dodge trucks are priced right down with the lowest. You get more truck for your money—and any Dodge dealer can prove it to you!



Only Dodge offers Power-Dome V-8 design. This dome-shaped combustion chamber burns fuel more efficiently; saves gas, maintenance.

GET YOUR DODGE DEALER'S DEAL BEFORE YOU DECIDE

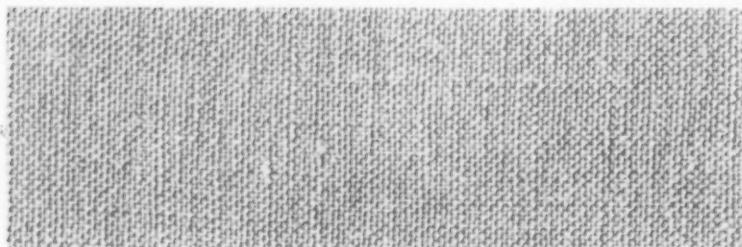
DODGE TRUCKS

WITH THE
FORWARD LOOK 

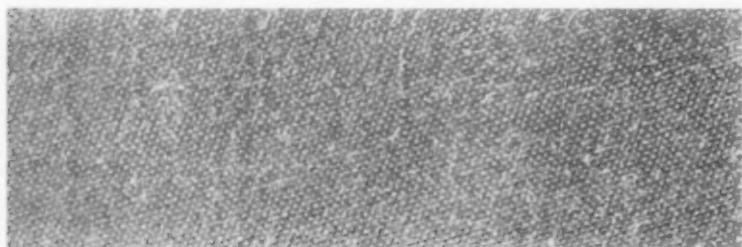
Many weaving variations possible; here are five most common:



1. TWILL WEAVE is closer, heavier and firmer than plain. A variation of this is the herringbone weave



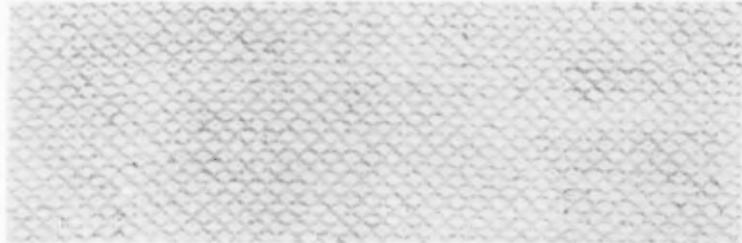
2. PLAIN WEAVE is most common encountered by cleaners. It is produced by having cross-wise thread go uniformly over one lengthwise thread and under the next



3. SATIN WEAVE is another basic pattern. This is the fundamental design of all linen damasks. A variation of this is the sateen weave



4. JACQUARD WEAVE is shown above. The jacquard loom is guided by punched cards in much the same way a player piano is operated by holes in a piano roll



5. DOBBY WEAVE has a small pattern on a simple weave. The familiar "birdseye" with its small diamond pattern is the best known

Courtesy The Irish Linen Guild

garments to be cleaned. In this case be sure the system is reasonably dry before the run. Filter efficiency is important, too.

Linens are generally light-colored garments, so color transfer must be considered. Since linen has a great affinity for moisture, it may absorb water which contains dye, tinging the garment with pink or some other notorious bleeder. Before running linens the system should be cleared up with activated carbon.

Fortunately, shrinkage is no great problem. Normal procedures of extraction and tumbling can be followed.

Wetcleaning Practices

This fabric is easily handled in the wetcleaning department. It is strong even when wet. It is often used in its natural color, but even where dyestuffs are used they are generally water-fast. All of the bleaches can be used safely. Even chlorine can be used without seriously impairing the tensile strength of the fiber. No sizings are needed after washing because of the fabric's natural body.

Spotting tips

Just as it wetcleans easily, so does linen spot with a minimum of trouble. None of the common wet spotting agents give any concern. Good use can be made of bleaching agents, particularly the oxidizing bleaches (chlorine, hydrogen peroxide, etc.).

Dry spotting agents should be immediately rinsed from this fabric. If they are allowed to remain for any length of time, rings can develop which are next to impossible to remove. Linen is a hard fiber and as a result stains cannot be as readily dissolved and flushed out as is the case with wool or silk. Because it is such a hard fiber, the bone spatula should be used with caution. It is easy to crock off the dyestuff unless the spatula is used with discretion.

If any great amount of spotting is done on the wet side it is common practice to rinse the entire garment in the wetcleaning department (unless the tailoring instructions dictate otherwise). Since sizings are not present, "ringing" is not a great concern, provided adequate feathering is done.

Linen Finishing

Linens require extremely high finishing temperatures. These range from 450 to 500 degrees. These are the standard pieces of equipment needed:

Hot-head press machine

Puff irons (preferably uncovered)

Steam hand iron *Conf'd on page 62*

More answers to questions often asked about PERCHLORETHYLENE



Here are the answers to some further questions that are asked by dry cleaners about Perchlorethylene. Since every dry cleaner is interested in making a bigger profit, reducing overhead, and increasing customer satisfaction, we believe you will find these answers of interest.



Are dry cleaning plants continuing to adopt Perchlorethylene?

Yes. One-third of the shops now in existence use Perchlorethylene. Two-thirds of the new shops and branch plants specify Perchlorethylene.

How much space does a Perchlor cleaning unit occupy?

It is difficult to state the amount of floor space required for a Perchlor unit because there are so many sizes and makes. But all are quite compact.

Are these units automatic?

Yes. Since the Perchlor units have a single operation, the automatic timing devices permit the dry cleaner to do other jobs while his load is being washed, extracted, and dried.

Do customers like Perchlor cleaning?

Definitely yes. Perchlor dry cleaning is fast and efficient. Customers view Perchlor dry cleaning as the modern way. It secures old customers and attracts new ones.

What about Spotters? Do they like Perchlor?

Spotters say they would rather spot in a plant using Perchlorethylene. Since drying in Perchlor units requires only 110°F. of heat, stains are not "set" as much as they would be if clothes were tumbled at higher temperatures. Furthermore, Perchlor's exceptional dissolving action removes most stains, eliminating work for the spotter.

Can water be used with Perchlor?

Yes. Water can be used without risk. Some dry cleaners in the past may have used water with other solvents and found their equipment corroding and garments subsequently cleaned became damaged. With Perchlor, there are no injurious effects to either equipment or garments when water is used with it.

Does the uniformity of Perchlor vary?

No. The standards of Perchlor uniformity are high and quality control is carefully watched. You can always rely on consistently excellent and fast work.

For more information, call or write Perchlor Dept., at our Pittsburgh address. In our next ad, we will cover more questions on the subject. We suggest you clip this page for your file.



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SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
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DISTRICT OFFICES: Cincinnati • Charlotte • Chicago
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MYCEL

CONTROLLED *drycleaning*

WITH

Conductivity Control

Developed by
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Chicago 6, U.S.A.

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Continued from page 60

Water spray gun

Steam pressure of the presses should be between 60 and 70 pounds. Puff irons require 30 to 40 pounds, while the steam iron needs 15 to 20 p.s.i. The hot-head press cannot often be used to full advantage in the smaller plants. It is suggested that a convertible plate be used on the regular utility press. With such a plate the head can be locked after using buck steam and the water spray gun. Vacuum should be applied until the machine head is released.

Since men's linen suit coats generally go through the coat finishing departments, the above plates are especially important. These coats can be treated on a steam-air form, but a water spray gun should be employed during the steaming cycle. This is especially true of the sleeves and coat backs where the heat wrinkles are usually found.

To get a really good finish on these coats the press should be equipped with a special cover of double-faced flannel on the buck. This cover should be provided with an elastic in the

hemline, instead of a cord. It can then be put on and taken off from the regular press cover with ease. This flannel cover is used so that impressions from pockets and seams go down into the flannel. It gives a smooth finish to the outer surface of the garment, rather than unsightly marks where multiple thicknesses of cloth exist.

There are times when linen takes on a yellow cast. This can be caused by the following:

- a. Steam pressure too low, or too high.
- b. Stains (tannin, soft drinks, beer, etc.).
- c. Bleaches not rinsed completely.
- d. Alkalies not rinsed completely (rinse in sour to remove).
- e. Hard water.
- f. Oxidized soap left in the garment.
- g. Garments finished when too wet.

If the finishers and spotters are aware of these causes, they can take proper preventative measures to avoid these problems.

The various finishing techniques are covered more fully in the Silk Finishing Manual offered by The NATIONAL CLEANER & DYER. This article is concerned with the physical setup in the finishing department for handling specific fabrics. # #



"It's my favorite dress."

L.A. Young
Star-Service
Garment Hangers

Perfect Makeup for Top Performance



BALANCED HOOK
HOLDS TO ROD
YET LIFTS OFF
EASILY

CORRECT CURVE
FOR GARMENT
COLLAR AND
SHOULDER

TIGHT, EVEN
"NO-SNAG"
SHANK

NON-CREASING
PAPER STRUT
CAN'T COME
LOOSE

E-Z GRIP® ADDS
EXTRA COLLAR
CONTROL

FINE, BAKED-ON
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7200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N.J.; LEEDS, ALA.
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MATTRESS COMPANY, LTD., LTD., MONTREAL



IT COSTS LESS.

ACCORDING TO NATIONWIDE FIGURES:

Approximately 1% of your operating cost is detergent — — — it makes sense to make the most of that 1% by using ADCO'S

TRIPLE-X DRI-SHEEN

THE BEST DETERGENT FOR YOUR MONEY!

Here's Why!

1

Triple-X Dri-Sheen is not removed from Solvent by use of sweetener powders and Darko!

What this means to you—Better Cleaning because your Charged Solvent can now be kept clean and water white with no loss of "Charge" because Triple-X Dri-Sheen is not removed by Sweetener Powders or Darko.

2

Water-White Charge—even in 4% charge systems with Triple-X Dri-Sheen.

3

When your charge is clean and water white, the use of water then is no problem — no dirt and impurities to be held by water and deposited in clothes. No amount of clean solvent can rinse out dirty water!

4

Use Triple-X Dri-Sheen and have a water white, clean, pure charge that gives you top quality results at an over all cost of no more than you pay for less efficient detergents.

5

Triple-X Dri-Sheen not only handles large amounts of water—safely—but has much greater detergent action because of its higher soap content. Result: Greater water soluable and carbon soil removal!

Adco, INC., SEDALIA, MO., U.S.A. Manufacturing Chemists since 1908

If your charged Solvent is Dark-

TO USE THE BEST!

SO...for the best cleaning you've ever done—at the least cost—Use the detergent that gives you the most for your money—

WATER - WHITE

Triple-X Dri-Sheen



MAKE Adco prove this at no cost to you!

One of Adco's 56 trained Dry Cleaning Technicians will install Triple-X Dri-Sheen in your plant

REMEMBER — at no cost to you!

*Seeing is
believing—
clip and
mail this
coupon!*

ADCO INC., SEDALIA, MISSOURI

Please Send Me.....gallons of Triple-X Dri-Sheen
freight prepaid.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Adco pays freight on 10 gallons or more

10 gal...\$4.05 30 gal...\$3.90 55 gal...\$3.85

Fully Guaranteed or Returnable to Adco

You are using an obsolete Charge Soap!

ASSOCIATION NOTES

Local Elections: Joe Boyd has been elected president of the South Texas Cleaners & Dyers Association, Inc. Other officers named were Don Nickles, vice-president; W. A. Robinson, secretary-treasurer, and Virginia Nesbit, executive secretary. Directors are H. A. Culpepper; J. S. Wachob, retiring president; H. I. Hood; Roy Kir-

cher; W. D. Vaught, and Messrs. Robbins, Wright and Conlin.

The West End Dry Cleaners Association, of the Ontario-Upland (California) area, recently elected Jack Parker president. Other officers chosen were Bentley Hatfield, vice-president, and Mrs. Sally Parker, secretary-treasurer.

New CRI appointment: The Canadian Research Institute of Launderers and Cleaners has appointed John S.



JOHN S. GIRARD

Girard as managing executive (supervising field service). He succeeds Ernest W. Finlayson.

Completely bilingual, Mr. Girard has had practical experience in electrical and mechanical engineering. His knowledge of the public relations field was acquired in great measure from his association with Procter & Gamble Company. He has also held posts with W. R. Brock Company Limited, Products and Services Limited and the International Envelope Company.

Mr. Girard will travel extensively throughout Canada to personally discuss problems with launderers and cleaners. Miss Margaret Daechsel, secretary-treasurer of the Institute, will handle administration of CRI's national headquarters in Ottawa.

#

New Local Groups: Virginia drycleaners from Fredericksburg, Falmouth, Bowling Green and Colonial Beach have formed the Fredericksburg Area Dry Cleaners Association. At their first meeting, the officers named were L. B. Shelton, president; W. W. Shelton, vice-president, and Marion Bryant, secretary-treasurer.

In Cleveland, Ohio, a group of drycleaners has organized the Delta Dry Cleaners Association, electing Jack Gardiner, Greenville, president; J. M. Mitchell, Cleveland, vice-president, and Mrs. A. J. Blackmon, Clarksdale, secretary-treasurer.

Head of the newly formed Cleaners and Launderers Guild in Minneapolis, Minnesota, is David Schiffman.

Richard J. Cavanaugh was elected

*Old Fashioned Marking Tags
are just as outdated in
a modern laundry plant
as the OLD GALVANIZED
SCRUB BOARD!*

*Today, you need PRE-MARKED
STRIP-TAGS
to multiply your profits by
cutting marking & checking costs to 50%*

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink-Stains-Damage
- Garment Loss Claims
- Illegible Numbers
- Eye-Strain
- Messy Pads & Machines

*Also remember TOKEN-TAGS
FOR SPECIAL-INSTRUCTIONS*

6 VIVID COLORS one for each department

20 -separate instructions

Let Token-Tags do it right, the first time!

PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P.O. BOX 2430
SAN DIEGO, CALIFORNIA

10-BRIGHT COLORS!

Lot (unit) Numbers
1 to 40 in each color.

**400 COLOR-NUMBER
COMBINATIONS-**

\$3.50 BOX (COLORS) **\$3.30** BOX (WHITE)

1000 strips to the box
6 tags to the strip
(numbered 001 to 1,000)

*For Best Results-
use both tags
together!*

Consult your
distributor or
write us direct!

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"BORGANA", "O'LLEGRO", "CLOUD NO. 9", "GLENARA"
and you clean 50, 500, or 1,000 coats yearly, there are ...

5

**WAYS to CLEAN and FINISH
ORLON*-DYNEL** PILE GARMENTS
PROFITABLY with
FUR-FEEL**

There's a
FUR-FEEL
Franchise
Plan
To Suit
Every Need!



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The Guaranteed, Proven Process that Restores and Rejuvenates Synthetic Pile Garments to Look Like New . . . Feel Like New . . . and Crush Resistant, Too!

FUR-FEEL is recommended and approved by the nation's leading pile fabric mills, coat manufacturers, dept. stores, buying offices and cleaning experts!

*Du Pont's Registered Trade Mark for its Acrylic Fibre

**Union Carbide's Acrylic Fibre

send for full details, Today!

FUR-FEEL CORP.

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GENTLEMEN: Rush all available information and literature on the **FUR-FEEL PROCESS**. We're interested!

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temporary general chairman of the Oswego (New York) County Federation of Dry Cleaners, a recently formed organization.

#

Local Meetings: In Kearney, Nebraska, 76 registrants attended a recent meeting of the Central Nebraska Cleaners Association. Three speakers highlighted the day. Gene Harris of Street & Co. Inc. spoke on the importance of dry sizing in the present-day market. Noel Cooperider of Butler Manufacturing Company discussed "The Washer-Extractor Story" while

Dick Wintroub of Hastings Air Control Corporation chose "Air Conditioning for the Drycleaner" as his subject.

A forthcoming advertising campaign was the subject discussed at a recent meeting of the Brockton (Massachusetts) Drycleaners' Association. Arthur Kashgarian, speaker of the evening, told of the contribution of scientific research to the drycleaning industry.

Some 85 members and guests turned out for the recent meeting of the Maryland Drycleaners Guild in Baltimore. They heard W. Clay Hardin, chief analyst of the National In-

stitute of Drycleaning, discuss "Current Synthetic Fabric Problems." Of special interest were the effective, graphic illustrations used throughout the talk. Following the address an impromptu panel was formed to answer questions relating to charged systems, detergents and machinery maintenance. Door prizes climaxed the evening's program.

#

Conference in Nebraska: The Nebraska State Association of Cleaners & Dyers has selected Lincoln as the scene of the management conference to be held August 25-26. Members will attend four sessions on each of three subjects. William L. Browne, National Institute of Drycleaning's director of public relations, will handle public relations and promotion. Production management will be handled by Charles Riggott, NID instructor, and William B. White, director of industry relations, will lead the discussions on business administration. On the lighter side, the conference will feature noon luncheons and a dinner Saturday.

#

Neighborhood Cleaners Activities: In spite of a blizzard, 412 out of 470 people who had made reservations turned up for the annual spring dance of the New York City Chapter, Neighborhood Cleaners Associations. A watch was presented to Louis Jacobs, past president, in appreciation of his services to the group. The members were briefly addressed by Marvin Gross of Buffalo, president of the New York State NCA.

A blizzard also held down attendance at the annual meeting of the state group. In addition to President Gross, the following officers were elected: Irving Golin, New York City, vice-president; Henry Tamburo, Auburn, secretary, and Frank Soltys, Ithaca, treasurer.

The Buffalo Chapter has chosen as officers Steve Balint, president; Al Doro, vice-president; J. DiPaolo, secretary. Tony Palermo continues as treasurer.

Irving Weber, insurance consultant for the New York City Chapter, recently addressed a group of drycleaners in Wayne, Ontario and Seneca Counties.

At a recent meeting of the Binghamton section, it was decided to launch a program of group advertising, using the information contained in NCA fabric bulletins.

The Schenectady Chapter, as its reaction to a decentralization of General Electric production employees, decided to start a radio campaign to sell more drycleaning.

Picnic time is here!

Get 6 attractive reusable plastic plates, FREE with 3 coupons

PABST EXZYME

Picnic Time

Get this dollar value free with only three Exzyme coupons. Here are 6 attractively decorated picnic plates made of heavy-duty plastic. These plates will last and last. They are an asset to any picnic, backyard or house party. And remember they're free with only 3 Exzyme coupons. **SEND COUPONS TO PABST BREWING COMPANY Industrial Products Division MERCHANDISE MART • CHICAGO 54, ILLINOIS**

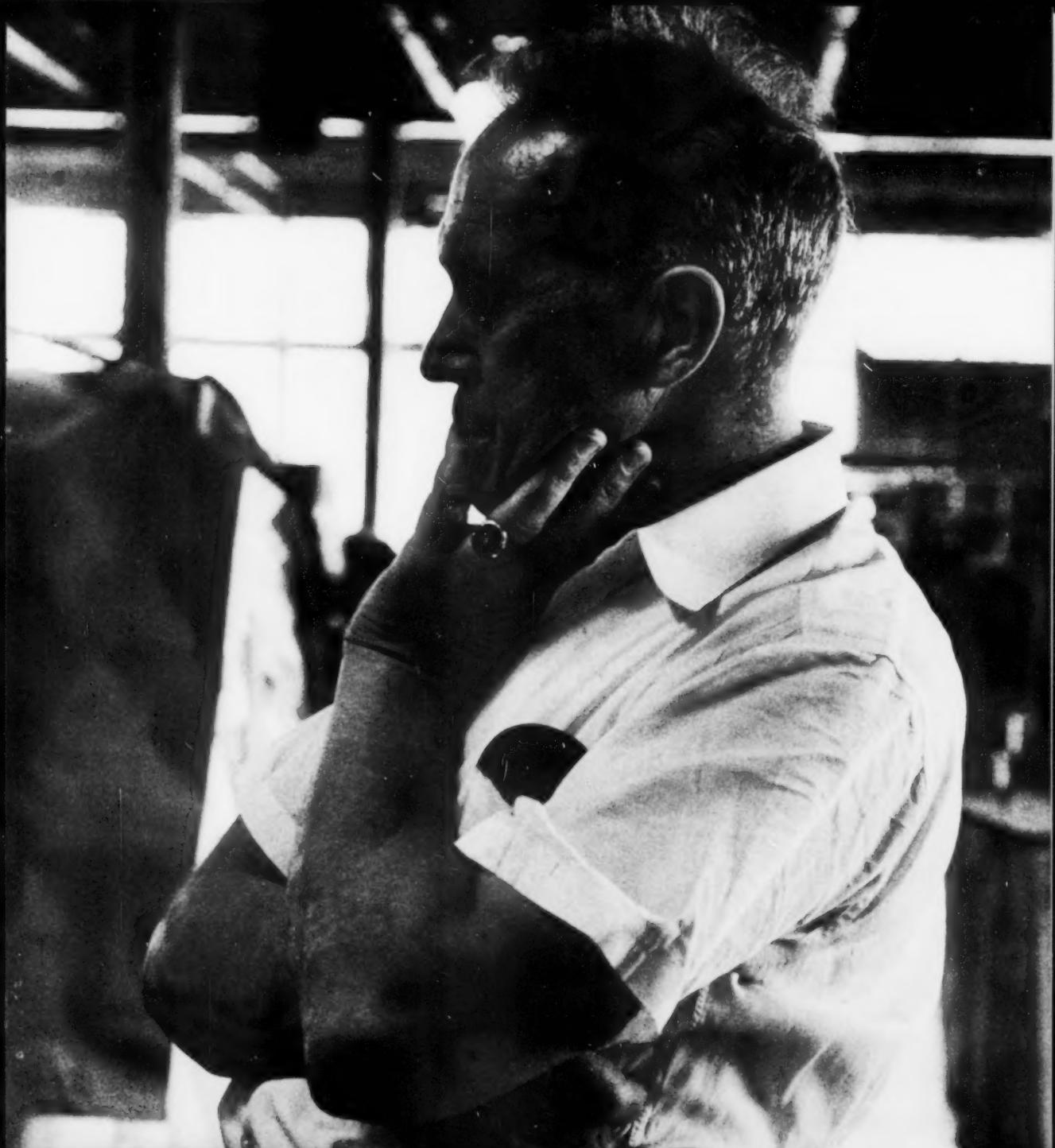
Please print your name and address on reverse side. Void in any state where prohibited, taxed, or otherwise restricted. Good only in U.S.A. This offer expires December 31, 1956.

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... it's nearby**

You can expect more from . . .

American
AMERICAN CLEANERS EQUIPMENT COMPANY



In 84 communities, a local call brings the American Man from the Factory

Ten days or ten years after your purchase from American, you have a question. You want the right answer right away. In 84 communities over the nation, a local call does the trick—brings American's Man from the Factory promptly to your plant. In almost every case, he'll give you the answer on the spot, or, he knows the right man to call. When you need expert help, it's nearby—always.

We believe all business is local. The only service worth talking about is service near at hand, service you can use. That's why there are literally hundreds of American Men from the Factory throughout the country, and in foreign nations. Individual representatives, service engineers, local offices, repair parts depots spotted all over the map—so that no American customer is ever far from help. Just another reason you can expect more from American.

You can expect more from . . .

American

American Cleaners Equipment Co., Cincinnati 12, Ohio
Division of The American Laundry Machinery Company



N.I.D. NEWS

Last Courses for 1956: The next class in the general course will run from October 1 through December 21. September 24 through October 19 are the scheduled dates for the next management course.

For further information, contact The Registrar, National Institute of Drycleaning, Silver Spring, Md.

#

New Releases: The latest NID Cost Percentages Bulletin, A-37, gives a statistical analysis of cost percentages for 1955.

Continuing the NID study of the removal of water-soluble spots in the charged system, Technical Bulletin T-351 describes the results of tests using perchlorethylene. Part I described the effect of Stoddard solvent. Results of latest tests indicate that when a perchlorethylene system and petroleum solvent system obtain the same water-soluble-soil removal by the NID test, the perchlorethylene system removes more spots.

Fabrics-Fashions Bulletin FF-21 treats a timely subject—the handling of striped Orlon-Dynel pile fabrics.

Back-Home-Day Attractions: Miss Bobbie Lee Carlsen of Bethesda, Md., has been named "Miss Back Home Day" for the twenty-sixth annual reunion of the NID Alumni Society, August 10 through 12. A sophomore majoring in speech at the University of Maryland, Miss Carlsen will serve on the Hospitality Committee as a hostess during the social functions. Her father is Roland Carlsen, a graduate of NID's seventh general course, and manager of the drycleaning department of the Manhattan Company in Washington, D. C.

Of special interest is the announcement by Milton H. Ehrenreich, general chairman of the get-together, that the Egyptian, Japanese and Russian embassies have invited the ladies attending the activities to a tour Saturday morning, August 11.



Leather Course Graduates: Twenty men and one woman, representing 13 states and Canada, completed the second one-week leather course.

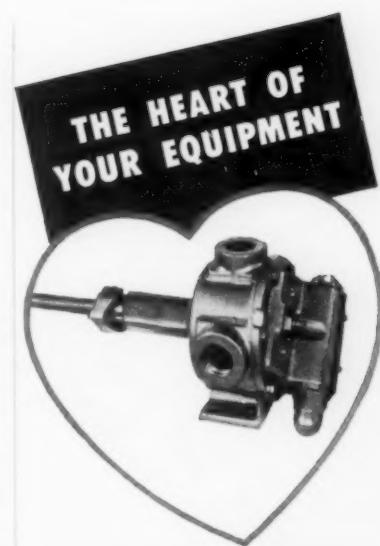
Front row, left to right: Arthur Russakoff, Magic Cleaners, Philadelphia, Pa.; Joseph Sulzycki, O. K. Cleaners, Erie, Pa.; Edmond P. Hayes, A. D. Eyre & Co., Inc., Jersey City, N. J.; Mrs. Verna M. Ruby, Forsyth's Dry Cleaning & Laundeteria, London, Ontario, Can.; Henry H. Chandler, Burnette Cleaners, Atlanta, Ga.; Leo S. Cussell, Cussell's Cleaners, New Bedford, Mass.; James E. Allen, Union Sanitary, Inc., Middletown, Ohio, and Joseph Lancia, Joel Cleaners, Cranston, R. I.

Second row: Clifford H. Kern, Champion Clothes Cleaners, Phoenix, Ariz.; Robert C. Sorel, Bob's Cleaners,

Inc., Woonsocket, R. I.; Edward H. Goetz, Country Club Cleaners, Kansas City, Mo.; J. Frank Bethea, Ideal Laundry & Cleaners, Greenville, S. C.; Ameil M. Ash, John Ash Cleaners, Olean, N. Y., and Albert A. White, Martha White Cleaners, Nashville, Tenn.

Third row: Rudolph A. Rosen, R. Rosen & Son Cleaners, Shamokin, Pa.; Leslie H. Cole, Cole's Cleaners, Imlay City, Mich.; Richard G. Morrison, Troy Laundry Co., Port Huron, Mich., and Edgar M. Perry, Jr., O-H Dry Cleaners, Marked Tree, Ark.

Back row: Antonio Palmeri, Re-Nu Service, Inc., Akron, Ohio; Frank Silvestri, M & B Cleaners, Hammonton, N. J., and Norman J. Goldberg, Trenton Spotless Cleaners, Ltd., Trenton, Ontario, Can.



**PROTECT YOUR INVESTMENT
WITH INVADER PUMPS**

The pump is the "heart" of your cleaning equipment. That's why smart operators specify Wayne Invader Pumps as replacements. That's why they also carry a spare pump on hand.

The Wayne Invader Pump is an improved type of construction—a gear-within-a-gear rotary pump. The positive seal and rolling contact of the tooth design assures you of a pump service never before obtainable . . . less down-time . . . fewer replacements, reduced power costs. To keep your cleaning equipment running longer, rely on new Wayne Invader Pumps.

INVADER REPLACEMENT PUMP HEADS—The original equipment design for solvent systems. Popular port arrangements for 1", 1 1/4", 1 1/2" and 2" piping. Standard and U.L. approved models are interchangeable with other similar pump installations. No expensive changes in piping or mounting. Available for immediate emergency delivery anywhere.

INVADER MOTOR DRIVEN UNITS—Combining the Wayne original equipment pump head with V belt gear or direct coupled motor drives. Engineered for your particular dry cleaning system. Available in capacity range from 10 through 90 GPM.

THE WAYNE PUMP COMPANY
Industrial Div., Fort Wayne, Ind.



PUMPS



THOUSANDS OF DRYCLEANERS and laundries have found match-book covers an effective advertising medium. Books are available in a variety of shapes, colors and quantities. Wide distribution—the key to match-book ad success—can be effected over the counter, by placement in garment pockets and shirt boxes, handing out by routemen, sending in the mail, supplying to tobacco vendors and use on reciprocal basis with other local businessmen.

Part II in a Series on Supplementary Advertising

How Match-Book Ads Build Sales

This article will tell you how to use America's most widely read "book" as an effective sales stimulant

THE MATCH BOOK is America's most widely read book. With 12½ billion copies produced every year, each adult American handles an average of 143 annually. At any given second, 15,000 Americans are engaged in the same commonplace action: a paper match in one hand, a match book in the other, poised for striking a light with the match cover thrusting its message before the user's eyes.

Three distinct qualities account for

By **GERALD WHITMAN**

this astronomical readership. Match books perform a necessary functional service, they perform a selling service and they do each at an appealing price.

The price to the match-book user is unbeatable, because 9 out of 10 match books are free to the user. The price to the advertiser is similarly ap-

pealing, because no other medium of advertising equals its low "cost per readership exposure."

As a result, the familiar little match book boasts the startling total of 300,000 different advertising sponsors—one out of every 13 of the four million American business enterprises.

The match book has attained popularity as an advertising medium because of these important facts:

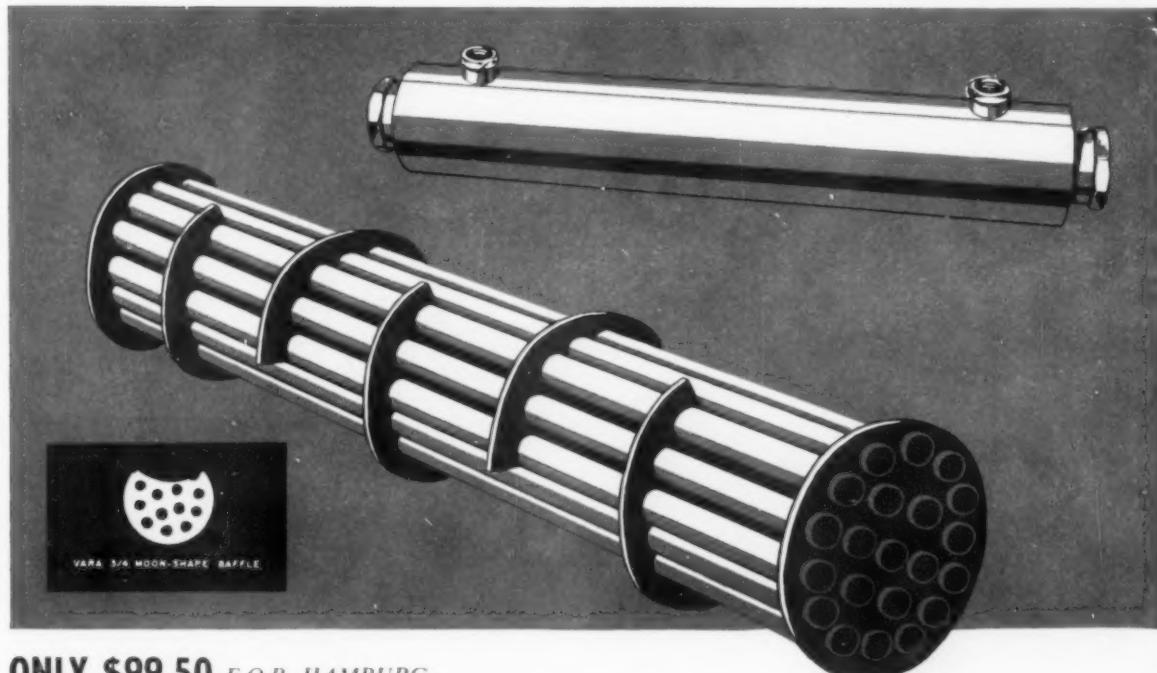
Continued on page 74

Here's why the

VARA

SOLVENT COOLER

IS MORE EFFICIENT...



ONLY \$99.50 F.O.B. HAMBURG,
N. Y. For Filters Up To 5000 G.P.H.
Capacity—2 are needed for larger filters.



Ordinary $\frac{1}{2}$ circle baffle



WATER FLOW
Shaded area shows
wasted cooling area

Ordinary solvent coolers use a less efficient $\frac{1}{2}$ circle baffle wasting much of the cooling surface behind each baffle as illustrated

Sold through jobbers only
Contact your jobber or fill out
the coupon

SHIPPING WEIGHT—18 $\frac{3}{4}$ LBS.
OVERALL LENGTH—26 $\frac{1}{2}$ INCHES

A. G. VARA & SON, INC.
MANUFACTURERS OF DRYCLEANING SPECIALTIES
53 Clark St. Hamburg, N. Y.

FIVE VARA $\frac{3}{4}$ moon-shaped baffles reverse the flow of water 6 times with a SPIRAL ACTION that sends the water behind each baffle, thus assuring every square inch of cooling surface is actually cooling solvent. 2 inch solvent outlet and inlets, $\frac{3}{4}$ inch coolant line outlet and inlet.

DUAL PURPOSE—Very efficient solvent heater when installed with dual purpose hook-up. Also Coolant lines are easily cleaned.

We can furnish cooling tower equipment that will save 97% of the coolant water.

A. G. VARA & SON, Inc.
53 Clark St., Hamburg, New York

Gentlemen: I am interested in the Vara solvent cooler. Please send me further information without obligation on my part.

Name.....

Street.....

City.....

My jobber is.....

Advantages of Match-Book Advertising

SELECTIVITY: Controlled distribution . . . your advertising goes where you direct it.

REPETITION: Your sales message is "spotlighted" each time a match is used.

ATTENTION: Your match books command attention right away . . . no other competing advertising is near.

MOBILITY: More than 7 out of 10 persons carry match books with them . . . seen by others as well . . . bonus circulation.

USEFUL: Your match books fill a universal need . . . they are acceptable, used and appreciated.

ECONOMY: Average cost per book of 20 matches . . . 20 reader impressions . . . is only a fraction of a cent.

the recipients of his match-book-cover promotional message. They are more flexible both in design and distribution. A minimum order for reproduction-type match books need be only a single case of 2,500, provided at a cost of approximately three-quarters of a cent apiece in one color without artwork. As orders reach 25,000-10 cases, a common minimum order for small business enterprises—four-color match books with artwork are provided without added cost. Large-order match books, in most areas, scale down to about one-half cent each.

At this rate, match books are providing approximately 25 "readership exposures" for a cent.

This type of program permits the launderer or drycleaner to pinpoint distribution of his advertising match books. In some instances it is possible to recover \$3 or \$4 of the approximately \$18.75 expenditure per case

Continued from page 72

1. It is a utility item, gladly carried and used by prospects.
2. It is always before the prospect—at work, at play, at home, at parties, when he travels, when he eats.
3. It is a low-cost medium.
4. It extends the coverage given by other media.
5. It gets results.

Promotional match books serve every type of commercial activity and a great number of noncommercial enterprises. Advertisers range from the giants of industry—"big steel" and the telephone company—to the corner beauty parlor and the neighborhood laundry and drycleaner. As *Pageant Magazine* recently pointed out, they also include churches, "worm ranches," firms selling mud to oil-well drillers, school districts seeking support for building-bond issues, ex-GI's seeking apartments, political candidates, and Miss Candy Jones seeking fame as a model by leaving distinctive candy-striped books in the most popular night clubs.

There was a time when most match books seemed to bear the imprint of a hotel or restaurant or some similar service. But, as the recently inaugurated annual match-book awards program has pointed up dramatically, every type of advertiser is "getting into the act."

Awards Stimulate Interest

The annual competition to select

the "most distinguished use of match-book advertising" embraces the award of a "Joshua" plaque and certificates in each of 46 industries. The awards take their name from Joshua Pusey, Philadelphia patent attorney who invented match books in 1892 while doing some chemical experiments in his office. The awards have included one each year for the best in the laundry and drycleaning fields—recognition of the widespread use of the medium by those industries.

The match companies offer two major methods of distribution—the "resale" method for low-cost, large-quantity advertising, and the "reproduction" method that is tailored more closely to the needs of the comparatively small and local service business.

Resale match books are those in which the advertiser pays only for the space and the match book is sold through tobacco wholesaler channels. The wholesalers' customers are the tobacco vendors who give away match books with tobacco purchases and the grocers and supermarkets that sell match books by the carton. This is more applicable for national advertisers, although special arrangements can be made to limit circulation by specified areas and at specified seasons.

The cost of this type of advertising ranges from approximately one-tenth of a cent per match book—in a quantity of 2,000,000 match books—down to one-third of that cost when the volume reaches 250 million.

Reproduction match books are those that are sold to the advertiser for distribution by any method he prefers, giving him complete control of

Facts About Match-Book Ad Readership

Surveys conducted by the Match Industry Information Bureau have uncovered the following startling points:

► 85 percent of all American families include at least one smoker—who needs match books.

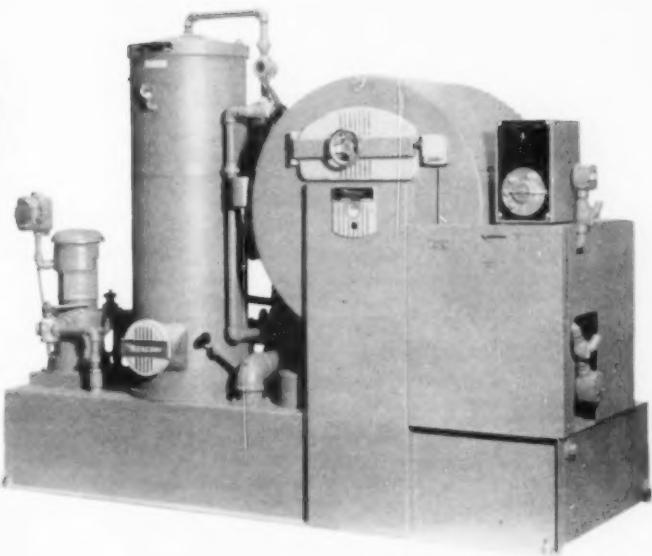
► Out of a maximum 180,000 matches in 9,000 discarded match books checked, only 11 individual matches were found to be unused.

► 72.6 percent of all adults habitually carry matches—including, among nonsmokers, 32 percent who habitually and 21 percent who occasionally carry them for the convenience of their friends.

► Among women smokers, 97 percent habitually carry matches, and among men smokers, 96 percent; among factory workers, 93 percent; white collar workers, 91 percent; service workers, 90 percent, and housewives, 77 percent.

► Match books are customarily visible in 57 percent of all living rooms, 50 percent of kitchens and 41 percent of adults' bedrooms in American homes.

► 64.4 percent of persons interviewed could name the advertisement on a match cover they had used recently; 45 percent of smokers could recall the advertisement on a match cover they currently carried in their pockets or purse, and 36.6 percent of interviewees, including smokers and nonsmokers, could do the same.



Two-Bath, 48-lb. Stoddard Solvent Unit . . . with explosion-proof Automatic Timer and ALL-IN-ONE TANK (39 x 96).

mercury numatic*

* Fully automatic . . . air operated valves

PETROLEUM AND PERCHLOR

Based upon allowable depreciation schedules, the cost of fully automatic cleaning in the Mercury Numatic is in the neighborhood of 25¢ per hour (40 hour week) for machinery investment. In most cases the labor saving approximates 40 hours per week, or more, over conventional equipment. Mercury units are available on monthly payment terms or on a LEASE BASIS.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH monel tubular filter with 4-way backwash valve and air-sludge-drying.
- Separate motor driven self-priming centrifugal pump.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

OVER 4000 SUCCESSFUL MERCURY OWNERS

FASTER . . . FASTER . . . SOLVENT FLOW: . . . HIGHER QUALITY CLEANING



CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

Wins Special Match-Book Advertising Award

The City Laundering Company of Oelwein, Iowa, with a match book promoting a special service, has been voted the "Joshua" award for the most distinguished use of match-book advertising in the laundry and drycleaning field in 1955, it was announced recently by the Match Industry Information Bureau.

The winning match book was selected by a panel of judges outstanding in advertising and marketing work on the basis of effective selling with a humorous approach. The front cover shows a flower-decked horse with the message, "Mister, you may look like a thoroughbred in front . . ." The rear showed an elephant, from the aft position, with the tag-line, ". . . but how's the view from the rear?" Inside was strong merchandising of the special service.

G. R. Wetlauffer, manager, is responsible for the match-book advertising program that won the award. The books are distributed in the pockets of garments returned after drycleaning.

Other award certificates were voted by the judges to Crothers Cleaners and Shirt Laundry, Kansas City, Mo.; Progressive Cleaners, Inc., Dayton, Ohio; ABC Diaper Service, North Hollywood, Calif.; Royal Cleaners and Laundry, DePere, Wisconsin, and Hockstra Overall Laundry & Supply Co., South Holland, Ill. The Hockstra award was made in consideration of a safety message on the front cover.



of 2,500 match books by selling them to the tobacco vendor who gives them away to his customers.

Importance of Distribution

Distribution is the key to effective use of match books. The match book given away by the launderer or drycleaner on his own premises is a bid for repeat trade, but new clientele can result from an arrangement with other businessmen in the locality to give away match books reciprocally—the launderer and drycleaner handing out match books promoting a restaurant or haberdasher, for example, while they give out his match books to their customers.

Tobacco sellers, in particular, are amenable to any opportunity to obtain match books free or at lower cost than the wholesaler's price. Banks, for example, have been known to offer their match books to tobacco shops at a nominal price in order to have them given away to smokers who are prospective clients. There is a live opportunity for launderers and drycleaners to do the same thing.

Some Design Tips

Here are some design and distribution ideas that have made match books extra effective in building sales for laundry and drycleaning establishments:

1. Place match books in shirt boxes, laundry bundles or in pockets of garments returned after drycleaning—a goodwill gesture saying, "Thank you, come again," to your present customers. It also puts your name before their friends.

2. Print, on the inside of the match cover, one letter of your establishment's name—different letters on different match books—and offer a certain amount of free laundry or cleaning service to any person who brings in a full set spelling the firm's name. Encourage patrons to swap covers to get a full set. This will mean that you will be talked about. You can control the number of winners by limiting the number of match books bearing one letter in the name.

3. Donald Butz' Royal Cleaners of DePere, Wisconsin, has match books of identical design but printed in five different colors. Each day match books in one color are given out. When any patron calls for her order she is asked to guess the "color of the day" and a correct guess is worth a 10 percent discount on her bill.

4. A direct-mail match-book program whereby match companies provide foil-lined envelopes suitable for mailing match books in amounts from 1 to 50. You can also have the match books packaged in open-end "sleeve-

containers" holding from 4 to 12 books, in cellophane-wrap containers, and in a variety of special-shaped containers including a popular design duplicating a route delivery truck.

5. A past "Joshua" award winner for distinguished use of match-book advertising employed goldleaf paper stock and imprinted only the shop's name and telephone number on the cover. Thus, DeHoney's of Tulsa, Oklahoma, was considered by the contest judges to have simplified the match-cover design to the most essential information needed—a theme of quality and the all-important fact of how to telephone for pickup service.

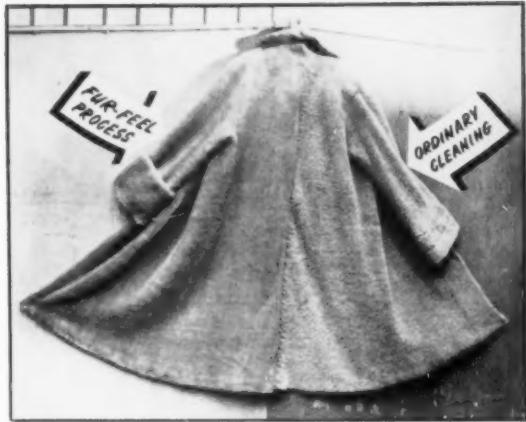
6. For the chain-store group, the technique that won an award for Swiss Cleaning Co. of Providence, Rhode Island, in last year's competition was a map inside the match-book cover showing locations of different branches.

7. For reaching new residents in suburban communities, a packet of match books distributed by the Welcome Wagon service to newcomers provides an effective introduction.

Whatever method or combination of methods you use, you can make sure that your service is the one that gets attention when one person asks another that most common of all questions: "Got a match?" # #

RELIABLE**BRINGS YOU MORE!****NEW! GUARANTEED!****PILE FABRIC PROCESS**

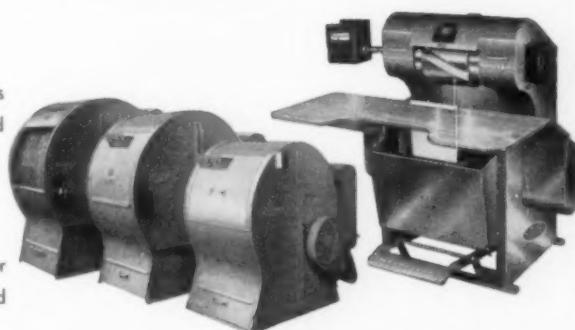
FUR-FEEL is the nationally franchised, guaranteed method for processing pile fabric coats. It rejuvenates and restores Orlon-Dynel to look better than new, feel better than new . . . and crush resistant, too! Reliable is a co-developer of the FUR-FEEL process.



(UNRETOUCHED PHOTO)

FUR CLEANING

It's the first step in assuring greater volume and profits for all plants. Reliable engineered wood-lined drums and cages provide safe, proper fur cleaning.

**FUR GLAZING**

Reliable's EL-25 furnishes an all-important beauty factor that adds new lustre to fur garments. Patented, produced only by us.

**FUR & GARMENT STORAGE**

Inch for inch of plant space use, no other service produces a more profitable return. Reliable fur and garment storage vaults can pay for themselves in one season. They assure year round income from fur, cloth garment, rug and box storage . . . and they're guaranteed for absolute protection against moth damage, mildew, high temperatures and stale air.

"YOU CAN RELY ON RELIABLE"

See Your Jobber or Write Direct

RELIABLE**RELIABLE MACHINE WORKS, INC.**

231 EAGLE ST., BROOKLYN 22, N. Y.

RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn 22, N. Y.

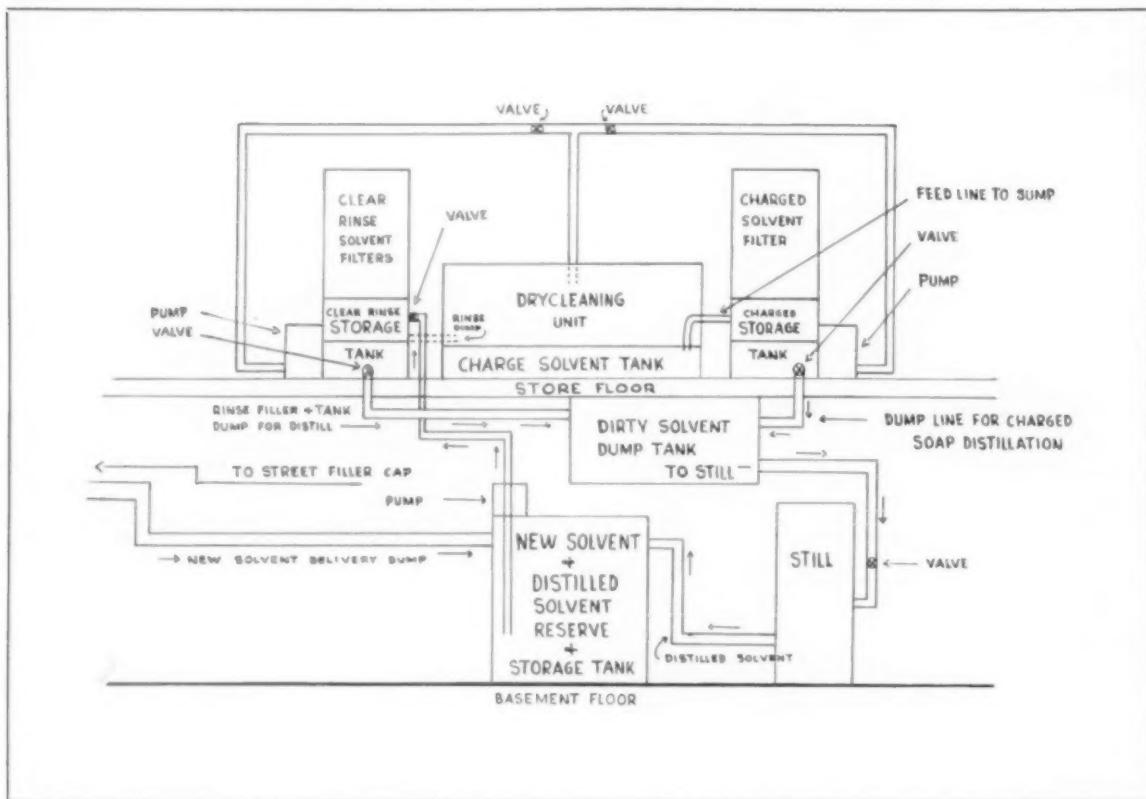
Gentlemen: Please send me full details on the FUR-FEEL PROCESS.
 Please send all information and literature on fur and garment storage and fur cleaning and glazing.

Name _____

Address _____

City _____ Zone _____ State _____

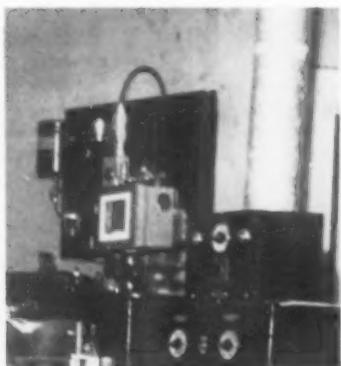
Jobber's Name _____



EXTRA STORAGE CAPACITY for solvent is made possible by basement location of still and tanks. Piping hook-up provides for complete flexibility of solvent flow.

New Management Saves Sick Plant

Personnel, equipment changes salvage good location



ELECTRIC SWITCH panel simplifies work. Wall panel enables plant to pump solvent into storage and distillation system. Controls also bring solvent from clean storage into any part of cleaning unit.

TROUBLE SHOOTER Bob Haber was hired early in 1952 to put a struggling New Haven, Connecticut, plant on its feet. The problem: Custom Cleaners, after a bang-up opening promotion that got it off to a \$1,200-a-week start in the fall of 1951, had soon slipped down to \$150 a week. The quality of the work was poor and the owners said they couldn't afford the extra help needed for a better job.

When Mr. Haber started to make improvements, he saw that the location had a good potential and soon bought out the ownership. His plan: To install labor-saving devices that would make it possible for a limited staff to turn out top-quality work.

The results: In 1952, Custom did a bit over \$20,000 volume on a 47

percent payroll. The next year it shot up close to \$40,000 on a 28 percent payroll, and in 1954 it climbed toward \$50,000 on a 23 percent payroll. Now the plant is edging close to \$1,000 a week on a 20 percent payroll, and with four employees still turns out first-rate work at a base price of \$1.15.

Plant modernization was Mr. Haber's first step. He installed a 30-pound synthetic unit with a charged system. Other new equipment included a new reclaiming tumbler with water-saving attachment, a garment finisher, new presses and other finishing equipment.

Many smaller improvements in the equipment and layout helped cut labor time and costs further.

Typical of these is the solvent system. Instead of the usual 125-gallon

BETTER INVESTIGATE, MISTER

YOU CAN'T BEAT *Shields*

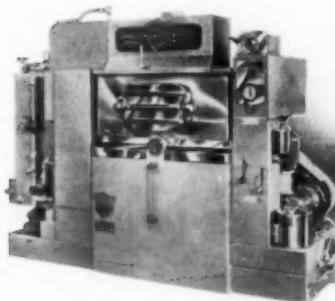
FOR SYNTHETIC DRY CLEANING EQUIPMENT

The new SHIELDS Sludge Receiver and Reclaimer, an integral part of the SHIELDS Synthetic Dry Cleaning Unit, reclaims solvent that ordinarily would be discarded. After backwash, sludge is automatically pumped to the sludge reclaimer without messy, manual handling. When sludge reaches sufficient level the reclaimer goes to work, reclaiming practically all solvent used. Residue powder is removed dry.

12,000 POUNDS OF CLEANING PER DRUM OF PERK

Many cleaners using 4% Charge and rinse with the SHIELDS unit equipped with tubular filter and combination muck receiver and cooker report: "Cleaning of 12,000 Pounds Per Drum of Perk."

SHIELDS Synthetic Dry Cleaning Units (including the Muck Reclaimer) require only 22 square feet of floor space and can be taken through 35" door opening . . . a king-sized unit in a compact package, single or two-bath system.

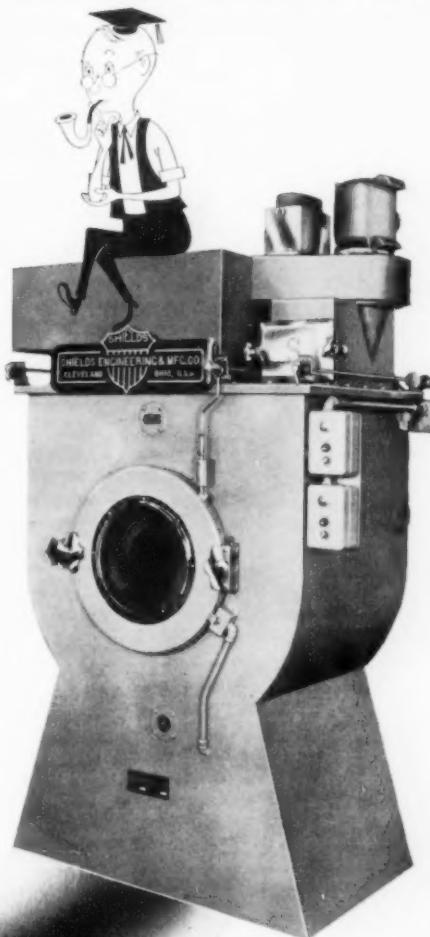


SHIELDS Automatic Cold Unit



**SHIELDS ENGINEERING
& MANUFACTURING CO.**
277 East 156th St., Cleveland 10, O.
U. S. A.

Clip and Mail, Today!



CHECK THESE FEATURES:

SHIELDS Solvatrol with 50 pounds capacity, constructed of high-test metals throughout, including a completely monel cylinder. The Solvatrol produces greater load volume (3 loads per hour), at greater savings and profits for you.

SHIELDS ENGINEERING AND MANUFACTURING COMPANY
277 East 156th Street • Cleveland 10, Ohio
U. S. A.

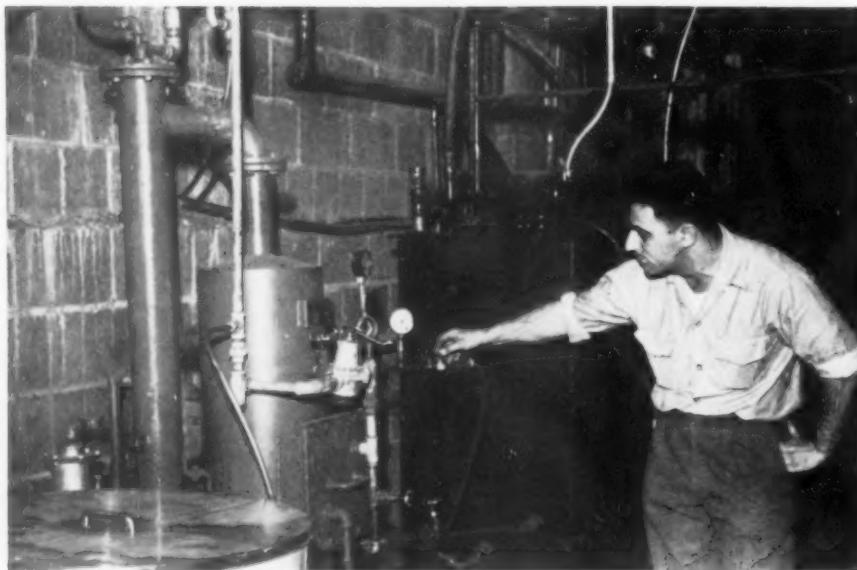
SHIELDS Solvatrol SHIELDS R-51A Champion
 SHIELDS "Cold" Unit I am interested in your
 New Sludge Reclaimer

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



PLANT UTILIZES conventional vacuum still (in basement) for perk. Solvent feeds in by gravity through standard float control. Over-capacity of unit permits quick solvent turnover

capacity of the tanks and still in plants of this type, Custom has a hooked-up system of washer tanks, dirty-storage, still and clean-storage with a total capacity of 500 gallons. Solvent is added when needed a full drum at a time.

The cross connections in this system, all controlled by electric valves and pumps activated by push-buttons near the cleaning unit, are the real time-savers. Solvent from either the rinse tank or the charge tank can be run down to the dirty-storage area, which consists of two 55-gallon drums hooked in series and set up on a high platform in the basement. From here, the one hand valve in the system feeds the still by gravity. A pump lifts the clean solvent into another large storage tank, and another pump moves solvent through either of two lines to the two washer tanks.

"Not only do we avoid ever having to pour a few pails of perc from one place to another," Mr. Haber says, "but we don't even have to move drums around the plant. We have a street connection through which solvent is delivered directly into the clean-storage tank in our basement."

Winter and Summer Safeguards

A typical cost-saver at Custom is the thermostatic control for the boiler to avoid steam system freeze-ups without excess cost. As in other plants, there is a boiler timeclock set for 80 pounds pressure during the day and 10 pounds on winter nights. Mr. Haber has installed a thermostat on the coldest wall in his store that allows the 10-pound setting to function only when the temperature drops to 32° F. The

\$40 this device cost was more than paid back in fuel-oil savings during the first season.

A basement fan and a photoelectric cell solved Custom's summer ventilation problem. Mr. Haber wanted to install a large exhaust fan that would pull cool air in the front door, through the plant, down a rear stairway and out of the basement through a sidewalk grate. Leaving open the front door, however, meant that the standard type of electric circuit could not be used to bring someone out to the counter to greet entering customers. He put in a photoelectric warning device, customers get fast service, and the summer temperature is down 15 degrees. The device, placed across the front door, was \$35, and the installation cost was negligible.

Layout Improved

Another important change was a simple layout improvement. Mr. Haber lined up all his finishing equipment along one side of the plant, took all marking, sorting, inspecting and storage well away from this area, but connected all the areas with a simple single-loop-plus-storage slickrail. Finishers never have to take more than one step for any garment or for use of steam forms.

"A lot of the things we did to save a few seconds here and there seemed unimportant at the time," Mr. Haber says, "but recently they've paid off by giving us the wrapping time that has built up our big shirt business."

Custom, which sends shirts out to a commercial laundry, has increased its volume from 350 shirts per week to

900 shirts per week over the past four months just by doing its own sorting and by wrapping each shirt in an individual cellophane bag.

"We don't make any money on the wrapping job," Mr. Haber explains, "because the cent-and-a-half lower charge by the laundry is eaten up in our wrapping materials. But this way we inspect every single shirt as we do the wrapping and we bounce back to the laundry each one that isn't perfect. Also, the fact that it isn't delivering the shirts bundled encourages the laundry to do better work for us."

One "wrinkle" that has helped cut down on the time needed for marking and sorting shirts is the use of street numbers for identification. Shirts belonging to a customer from 385 Elm Street, for example, are marked CU 385, with the CU to inform the laundry it is a Custom marking. Each shirt has to be marked only the first time it is brought in.

To avoid duplications, two card files are kept at the call desk—one a number-order file, the other a name file in alphabetical order. Personnel can check any name or number quickly, but soon get to recognize most. According to Mr. Haber, once this system is set up it operates very efficiently.

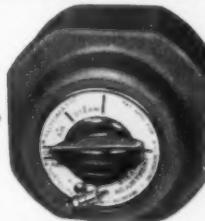
"Shirt business is still increasing," Mr. Haber says, "and we expect to raise the price from 22 cents to 25 without losing many customers. Our gains in shirt volume have come from word-of-mouth advertising—we haven't done any promotion. We figure that the time we've saved all around the plant, which we now put into sorting, inspecting and wrapping shirts, constitutes a promotion expense." # #



The Form Finisher that
**STEAMS . . . DRIES
 . . . AND CUTS OFF**

Automatically

NO FOOT PEDALS



CISSELL
 BUILT
 TIME
 SWITCH

FREES OPERATOR FOR OTHER WORK

CISSELL

FULLY AUTOMATIC FORM FINISHER

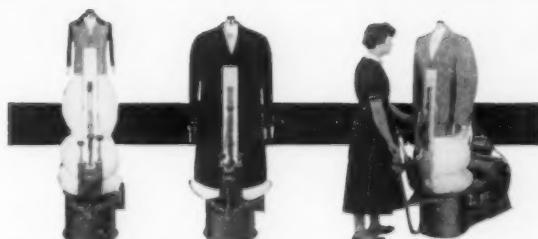
The fully automatic Cissell Form Finisher permits operator to finish one garment while machine steams and dries another. Cissell Elevated Steam Valve, at top of extra large steam chamber, eliminates water . . . provides moist steam for fast finishing. Built for years of dependable service . . . guaranteed for one year against manufacturer's defects.

CISSELL FORM FINISHER with 1 set of #24 Sleevers and 1 set of #11 Sleevers: \$500 F.O.B., Louisville, Ky.

W. M. CISSELL MANUFACTURING CO., INC.
 LOUISVILLE, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles, Calif.
 Foreign Distributors: write Export Dept.—Cable Code, "CISSELL".

Consult Your Jobber



FINISH ANY SIZE GARMENT — SILK OR WOOL

from size 1 to the largest

- Adjustable waist, hip, lower controls.
- Adjustable shoulders (10½" to 19" expansion).
- Cast aluminum shoulder form.
- Stainless steel frame.
- Rear clamp for holding vent of long coats.
- Front clamp raises or lowers 5" for short or long garments.



PACKED AUDIENCES, even at early bird sessions, rewarded speakers at LCATA convention. They in turn repaid their listeners with informative, inspirational talks—as evidenced by expressions shown above.

Allied Trades Find Communication Unlocks Door to Prosperity

COMMUNICATION, education and inspiration highlighted the twenty-seventh annual convention of the Laundry and Cleaners Allied Trades Association. More than 370 people attended the sessions at the Hollywood Beach Hotel, Hollywood, Florida, May 8 through 11. Knowledge acquired at the business sessions plus the high-caliber entertainment more

than repaid members who came to this famous resort.

President Morris Landau keynoted the meeting, discussing the importance of good communications among LCATA members. He stressed the fact that much of the success of the past year for the Association was due to cooperation and full use of the three kinds of communication, which are:

1. That which is required.
2. That which is requested.
3. That which has been volunteered by LCATA members and hundreds of local, state and national customer organizations.

Greater use of the third type is vital, Mr. Landau pointed out, because of the merchandising revolution that is taking place in America. Quoting Leo Cherne of the Research Institute of America, he said that, "selling in the future must be based on the salesman's personal skill, know-how, merchandising ability and interest in his customer, rather than on the merits of his product." The next 10 years will bring to the world the greatest investment ever made by man in scientific research.

The allied trades have a very real responsibility to the industry in the fields of research and communications, according to Mr. Landau. He pointed out that customers in the various branches of the textile maintenance field are enjoying some benefits of communication.

They can find many answers to their own research problems by comparing their own actual laboratory and plant experiences. Encouragement of better and freer communications can greatly benefit these customers, with the help of all allied tradesmen.

Following Mr. Landau's talk, the members were treated to a sales training film, "How To Sell Quality." This sound film was produced by the Dartnell Corporation and introduced by E. J. Heidersbach of R. R. Street and Company. This was the first time a film was used at an allied trades meeting and it was well received.

Business sessions took up the major



INDUSTRY DIGNITARIES are welcomed by LCATA President Morris Landau to opening session of convention. Seated, left to right: Frank Prather, NID president; Norbert J. Berg, NID managing director, and Fritz Field, president of NAILM.

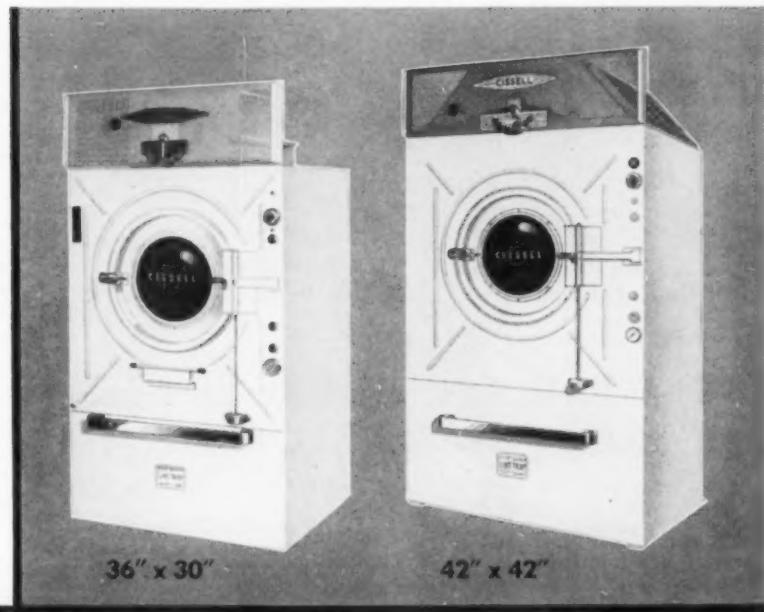


AMONG MANY SPECIAL EVENTS was LCATA "Old Timers Club" luncheon. Only those who have served industry for 25 years or more are eligible. Shown above are only a few of the many members who enjoyed party. From left to right are Mrs. W. D. Ellis, Mr. Ellis, president of the club, Mrs. Myron A. Pacock, Mr. Pacock, Mrs. Harlow H. Gaines and Mr. Gaines.



THIS IS IT! The 8-Stage Heat Control on Cissell Drycleaning Tumblers

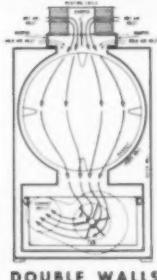
POSITIVE heat control takes the guess work out of heat setting. Operator may change from one setting to another and return to an exact previous setting in less than one second, when desired . . . an outstanding feature of all Cissell Steam-Heated Tumblers.



36" x 30"

42" x 42"

Cissell 8-Stage HEAT CONTROL solves 26 year-old problem for Pantorium Cleaners, Dayton



DOUBLE WALLS



NO-SAG BASKET

Cissell Tumblers are specially designed to eliminate strain. On 42" x 42", ribs fastened individually at each end — no thru bolts. 2" shaft on 42" x 42"; 1½" shaft on 36" x 30", 36" x 18", and "Twin". Constructed to permit quick removal of basket without disturbing drive or bearings . . . heavy ribs for extra rigidity. Here's a basket built to take the load, without need of auxiliary supports.

Mr. H. R. Osborne, Vice President, the Pantorium Cleaners, Dayton, reports: *"I thought you might be interested in knowing how happy we are with our new Cissell Tumblers. It is the first time in my twenty-six years in the dry cleaning business that we have been able to control, exactly, the temperature in our tumblers and as you know, with the fabrics we have today, to control the temperature is very important."*

The selector knob on the Cissell 8-Stage Heat Control can be moved from "Cool" to "Hot" . . . or to any desired intervening stage . . . and the desired temperature is positively maintained. Now, more than ever, positive temperature control is all-important. Today, sensitive fabrics must be dried at a very low temperature to avoid scorching, shrinking and overheating of stains. Discover for yourself how easily and surely Cissell Tumblers, with 8-Stage Heat Control, accurately maintain any desired temperature. And remember, you get other outstanding features from Cissell such as sturdy, double walls . . . heavy-duty gear reducer . . . large volume of air for fast drying and deodorization. Cissell Drycleaning Tumblers: Single Basket 36" x 18", 36" x 30", 42" x 42". Cissell Laundry Tumblers: Double Basket "Twin"; Single Basket: 36" x 18", 36" x 30", 42" x 42".

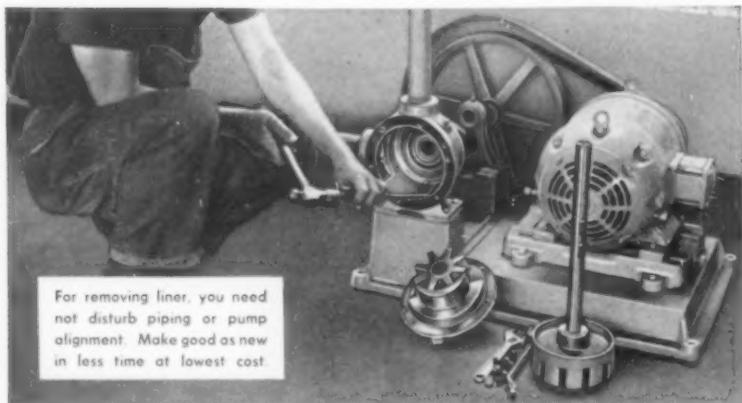
CISSELL TUMBLERS

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber



PUMPS LAST LONGER

Simple Low Cost Replacement with the Exclusive "Viking Re-Nu-it" Pump

Use the new "Viking Re-Nu-it" dry cleaners pump for longer life. Pump comes equipped with steel liner and self-lubricating bearings.

For complete information, ask for bulletin A200Q today.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

See Our Catalog In Seats



LCATA DIRECTORS MEET at Hollywood Beach, Florida, to elect new officers for 1956-57. Seated from left to right are Wayne Wilson, Mark Baddeley, A. M. Henning, Arthur D. Fry (secretary), G. W. Boyd, W. D. Ellis, Morris Landau (president), Carl S. Hulen and John R. Young. Standing: R. R. Jackson, F. H. Ross, Jr., Joseph Friedman, Ralph Humbaugh, Stefania Karpiński, L. P. Butenschoen, Oliver H. Castle, W. B. Appleby, E. W. Wilson, W. M. Tingue and Al Guss.

portion of the remaining time of the formal program. Various committees reported on their activities during the past year. But it wasn't all work. Golfing, boating, swimming and eating came in for their share of the delegates' attention, too.

One of the highlights of the three-day affair was a presentation by Fred Smith of Fred Smith Associates, Cincinnati, Ohio. He effectively translated industrial relations into human relations in one of the finest talks ever presented at an LCATA convention.

Mr. Smith stressed management qualifications, pointing out that leadership, not membership, paces any organization. Emotional stability is one of the most important executive qualities. How to develop manage-

ment qualities was explained by Mr. Smith, who received a standing ovation at the conclusion of his talk.

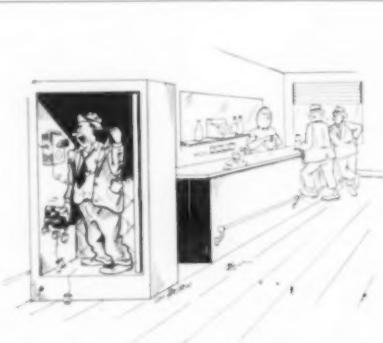
The election session resulted in reappointment of last year's slate of officers. Morris Landau of Cummings-Landau Laundry Machinery Company, Inc., Brooklyn, N.Y., was retained as president. Arthur D. Fry, The Fry Brothers Co., Cincinnati, Ohio, remains as secretary. Nils S. Dahl, John T. Stanley Co., Inc., New York, N.Y., was reelected treasurer.

Newly elected members of the three major LCATA committees are: For *distributors*, D. R. Peters of Van Waters and Rogers, Inc., Seattle, Wash., and Al Guss, Joseph Guss and Sons, Inc., Washington, D.C. Representing *supply manufacturers* are W. M. Tingue, Tingue Brown & Company, New York, N.Y.; L. P. Butenschoen, The Dow Chemical Company, Midland, Mich., and John Schwarzmann, A. L. Wilson Chemical Company of Kearny, N.J. For the *machinery manufacturers*, J. E. Courtwright of Ellis Drier Company, Chicago, Ill., and John K. Clement, Bock Laundry Machine Company, Toledo, Ohio, were appointed.

Retiring members of these committees include Marcel Hirsch, Patek and Company, San Francisco, Calif.; W. G. Fitzsimmons of W. G. Fitzsimmons, Inc., Cambridge, Mass.; J. E. Ryan, Jensen Mfg. Co., Palmyra, N.J.; L. V. Merrill, Armour & Co., Chicago, Ill., and G. W. Boyd of Emery Industries, Inc., Cincinnati, Ohio. Bill Boyd, a former president, director and major committeeman of LCATA, has joined a division of his firm outside the textile maintenance field.

Next year's annual LCATA convention will be held in June. The meeting will be held at the Mount Washington Hotel, Bretton Woods, N.H.

—Art Schuelke



"Our tenth anniversary in the cleaning business, that's what! I gotcha roses . . . one for every blasted year!"

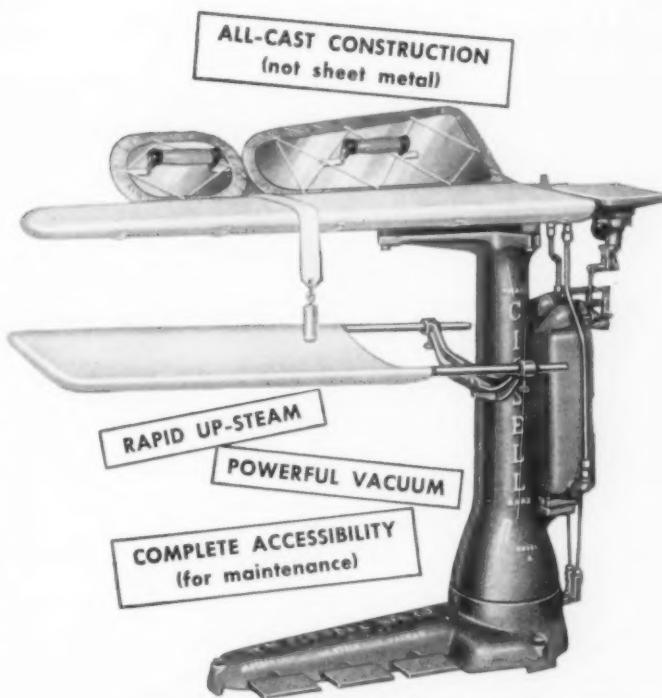
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Soft FINISH



Here's the equipment that eliminates the use of a press in silk finishing. Your finishing will be done WITH EASE . . . without pressure.

You'll use this unit for fast, beautiful skirt finishing — for plain, fancy and flat-pleated skirts . . . for blocking sweaters, scarfs and knitwear, for steaming high-pile fabrics, for finishing all fabrics WITHOUT SHINE . . . for touching-up hem lines on crepe and silk dresses with aid of pleat setter, for eliminating all seam marks. You'll like the way corduroy skirts, ties, draperies, blankets, spreads, and many miscellaneous items are finished. You'll get a SOFT FINISH. Illustrated above: Cissell Steam-Finishing Board with a Cissell Low-Boy Steam-Electric Iron with Electric Thumb Switch, Water-Spray Gun and Condenser.



Cissell Equipment
in use
the world over

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Consult Your Jobber



Now, Haertel shows you... **HOW TO CLEAN SYNTHETIC FURS!** *A furrier's method anyone can use.*



N.I.D. MEMBERS

We suggest that you review your N.I.D. Bulletin No. 20 for helpful information on the cleaning of ORLON-DYNEL Pile Fabrics by the Furrier's Method.

Every drycleaner who has tried... and probably failed... to clean *any* of the new synthetic fur coats (or natural furs) will welcome this guaranteed method; because here is a method that has been thoroughly tested and proven to bring back the original beauty to these coats.

Secret of the Haertel method is Haertel's new, improved Fur-Sheen. A pre-mixed cleaner containing all necessary ingredients including an anti-static agent which makes cleaning easier... allows cleaner to shake out readily. Fur-Sheen is especially designed for cleaning these coats. The only other supplies you need are Haertel's Fur-Clene, a cleaning bag, and a carding comb.

Here is a brief description of the cleaning process:

The coat is first checked for matting, rips and general condition. Then the lining is sponged with Fur-Clene... this takes just a few minutes. Next the coat is brushed lightly with Fur-Clene to prepare the surface for cleaning. Then two coats are placed in a Haertel cleaning bag along with half a bag of Fur-Sheen, and tied securely. The bag is placed in your drycleaning tumbler (operated cold) and tumbled for 30 minutes. Coats are then removed from the bag and shaken out to remove excess compound and placed in the tumbler loose for 30 to 45 minutes. When removed they are ready for delivery after minor finishing.

You'll be amazed at how clean and bright these coats are after cleaning with this method... Fur-Sheen gives them a sheen and glistening new look.

Your initial investment is only \$19.75

A trial order of Haertel supplies is all you need to prove this method for yourself. For \$19.75 you get six packages of Fur-Sheen (enough for 24 coats), one gallon of Fur-Clene, one clean-

ing bag and one carding comb. Think of the profit! Twenty-four coats at \$5.00 is a total of \$120.00... for an investment of only \$19.75.

MAIL THIS COUPON TODAY!

Gentlemen:

Please send me a trial order of Haertel Supplies for cleaning synthetic furs.

6 packages of Fur-Sheen	\$11.70
1 gallon of Fur-Clene	3.90
1 cleaning bag	2.65
1 carding comb	1.50
Total	\$19.75

Check enclosed
 Bill me

Name _____

Address _____

City _____ State _____



FOR YOUR GARMENTS

WALTER HAERTEL COMPANY
2840 Fourth Avenue South
Minneapolis, Minnesota

NATIONAL CLEANER & DYER

QUESTIONS and ANSWERS

Fading Gabardine

Can you tell us what caused these brown gabardine trousers to fade in patches?—A. D. S., Nevada

Examination of this garment shows that the discoloration present was caused by a loss of color.

Gabardine such as this is often dyed by the use of a topping dye; i.e., one dye is topped onto the underlying dyestuff of the fabric to produce a certain shade. In cases like this, any loss of the topping dye is very apparent since the dye underneath may be an entirely different shade. This is quite in contrast to a worsted wool fabric where a goodly amount of dyestuff can be lost without any apparent change in the color of the fabric.

Top-dyed gabardines thus present a difficult problem in spotting because no bleeding of dyestuff can be tolerated.

Generally the source of this type of damage is an alkali such as ammonia, which tends to bleed acid dyestuffs. The bleeding of the topping dye revealed the underlying color. Redyeing is the only means of restoration in cases of this kind.

Blue Stains On Striped Dress

What caused the blue stains on this red and white striped dress?

—T. L. C., North Dakota

The stains present on this dress were caused by a blue or black dye contacting the garment. Perhaps it was hung next to a black or blue garment that was wet. There is also the possibility that such a transfer of dye might have taken place in the extractor when this garment was against another in which the dye was bleeding or in the washer if a load was allowed to lie on the drainboards.

To clear contact dyestuff like this, soak the garment for a prolonged period in a bath of water to which a wetting agent has been added. Allow the garment to soak for a number of hours depending on how fast the red dye is, even to the point of soaking it overnight. In case the red dye is fast to alkalies like ammonia, an amount of ammonia might be added to the bath during the last stages of the soaking process.

It is doubtful if bleaching agents could be used locally on the blue stains without a loss of the red dye.

Certainly a test should be made on a seam or sample of the material before work is attempted on the main body of the garment.

White Turns Pink

Could you tell us why this blouse turned from white to pink and how it can be restored to its original color?

—R. D., Ohio

Tests indicate that this fabric was originally pink as it is now. In usual cases, whites turn pink in drycleaning because of the presence of moisture in

the system plus the fact that red dye is also present that has bled from another garment. Such a dyestuff can be bleached out of the fabric when treated with sodium hypochlorite or similar oxidizing bleach. In this instance, however, the pink cast does not respond to such bleaching nor does it respond to strong reducing bleaches such as sodium hydrosulfite.

Sometimes white fabric that is an off-white, such as a pink, is tinted with a Malachite green dyestuff. In such a case, a pink cast appears white, but when cleaned this dyestuff is removed

BEAT THE SUMMER HEAT PROBLEM!

ALTON Air Washer Type Evaporative Cooler

Cool air keeps workers on the job. Profits rise from improved efficiency.



CLEVELAND, OHIO



GARLAND LAUNDRY Garland, Texas

Hundreds of plants depend on Alton Coolers in every climate of the United States.

- Smaller initial investment
- Smaller installation cost
- Low maintenance cost
- $\frac{1}{3}$ to $\frac{1}{4}$ refrigeration cost

A few distributor territories open. Write for details.

WRITE TODAY FOR LOW COST COOLING!

ALTON MANUFACTURING CO.
1112 Ross Avenue, Dallas, Texas

Send complete information on Alton low cost coolers for laundries, dry cleaners.

Have dealer in my area contact me.

Name _____

Company _____

Address _____

City _____ State _____



**ELIMINATE
touch-ups with a
Sta-Vent®**



**HOLDS COAT VENTS
SECURELY without MARKING**

Sta-Vent holds the vents of a man's coat or jacket securely together while the garment is being processed on the Adjusta-Form—and positively will not mark even the most sensitive of fabrics. Sta-Vent eliminates still another touch-up operation and reduces finishing costs—makes finishing faster and easier.

**Stainless Steel
and Foam Rubber Clamps**
—another FIRST from the home of the

Adjusta-Form



WICHITA PRECISION TOOL CO., INC.
450 N. Seneca

Wichita,
Kansas

from the fabric and it goes back to the original shade. If this garment is rinsed in a bath of water to which a slight amount of green dyestuff (Malachite green) has been added, it might come back to its original "white"; this is termed a "dyed white" garment.

If this does not restore the color, strong reducing and oxidizing bleaches should be tried, probably with a catalyst such as heat or an acid in the case of a reducing bleach.

Sweater Discoloration

We cleaned this white sweater with a 4 percent supercharged system and, while the inside and back are white, the front has a yellowish cast. Can you tell us what caused this discoloration?

—H. C., New Jersey

The discoloration on this garment is confined to one side, the front, and only to the right side of the sweater. It is not present underneath the buttons on the front of the sweater. These facts certainly prove that the cleaning operation itself did not cause the discoloration since it is an immersion process and any discoloration in cleaning would be in evidence throughout the garment. For example, it would be impossible not to have the same discoloration underneath the buttons.

We believe, in this case, that the discoloration is due to the exposure of the garment to fumes of some type as the garment has been lying flat. There is also the possibility that exposure to sunlight caused an oxidation of resins or softening agents that may have been used on this fabric.

I am assuming that, operating on 4 percent charged system, you are clear rinsing which should eliminate the possibility of any detergent remaining in the fabric. However, it might be well to soak this garment for a prolonged period in distilled solvent to eliminate this as a possibility.

Abrasion Damage

Can you tell us what caused the damage to this blue cord skirt?

—M. C., Connecticut

Tests conducted on the damaged area of this garment reveal no evidence of chemical damage. Examination under ultraviolet light and by microscope indicates that abrasion was the cause of the damage. There is no evidence of any localized spotting operation in the area in question.

It is impossible to determine exactly how this type of damage occurs or who is responsible for it. Probably the abrasion was done accidentally. The strain applied must have been quite

great to cause the separation of this fabric, since there does not appear to be any inherent weakness in the fabric itself.

Insect-Caused Stains?

We receive many garments with this type of spot which we are unable to remove. Could insects possibly be responsible for such a stain?

—A. N., Venezuela, South America

The stains on these trousers appear to be what are generally known as caramelized sugar stains and it is highly doubtful that they can be attributed to insects. Examination of the garment under ultraviolet light and in daylight serves to confirm this analysis.

Recent research at the National Institute of Drycleaning has revealed that these stains, formerly referred to as "tannin," are actually caused by reducing sugars present in solutions like fruit juices, soft drinks, beer, etc., and that, when these sugars are present and exposed to heat, they become caramelized. Once this takes place, the stains are generally impossible to remove.

Research has not yet disclosed a solution to this problem but, at present, the best means of prevention is to keep the heat down on the tumblers—not over 160°.

Felt Lining Discolors

Can you tell us what caused the discoloration on this brown-and-white-checked suit? Our customer claims that it has been burned.—L. C., New Jersey

This is an unusual case, but it seems certain that the discoloration has been caused by the felt innerlining, since the discoloration occurs in exactly the same areas as the innerlining.

Most likely a dyestuff or component of the dye used in the felt innerlining has affected the white acetate yarns. Some years ago it was fairly common to find in white acetates yellow streaks that were caused by a sublimation of a dyestuff, a component of a black dye. There is a good possibility that such a sublimation has taken place in this garment.

This condition could be overcome by soaking the garment in a solution of 1 part methanol and 9 parts solvent (the alcohol would dissolve out the acetate dyestuff that had bled). While such a processing might improve the garment, it should only be undertaken at the customer's risk.

The garment has not been scorched and there is no evidence that the cleaning process is at fault.

There's money in "On-Location" cleaning the **MULTI-CLEAN** way

And best of all, you don't have to look far, for these profit opportunities *are all around you . . .* right there in your own town!

For example:

Did you know that approximately 90% of the rugs and carpeting in *your town* have never been cleaned professionally?

Did you know that about 50% of the new homes in *your town* have wall-to-wall carpeting? So do scores and scores of older homes, offices, and other business establishments.

Did you know that it's possible for you to make up to \$150 a day with two men by using the **MULTI-CLEAN** METHOD of "on-location" rug and carpet cleaning?

Did you know you can get into this wonderfully profitable "on-location" business for less than \$1000 by following the **MULTI-CLEAN** METHOD?

Did you know that a factory-trained **MULTI-CLEAN** Representative will start you off right, will instruct you in the **MULTI-CLEAN** METHOD? Or that the **MULTI-CLEAN** Sales Aid Program will help you develop new business and keep old customers?

Don't let this unusual money-making opportunity slip by you any longer.

Whether you are considering it for the first time or are already doing some "on-location" work but haven't discovered the extra profits you can earn by using the **MULTI-CLEAN** METHOD, mail the coupon today for further information.



FREE RUG CLEANING MANUAL

Written especially for the professional rug cleaner. It describes the step-by-step procedure on how to clean carpets and rugs by the famous **MULTI-CLEAN** METHOD so you can do the kind of work that builds customer enthusiasm and brings repeat orders.



MULTI-CLEAN

PRODUCTS, INC. [®]



Why is **MULTI-CLEAN** *SYNTHE-CLEAN* the best and most economical Rug Shampoo you can use?

No shrinkage because *SYNTHE-CLEAN*'s controlled wetting action doesn't soak the rug . . . No after rinse because no soap film is left . . . Pleasant to use because it's odorless . . . Economical because one pint, diluted, will clean carpet in average sized room . . . Eliminates need for much pre-spotting. Guaranteed to give satisfactory results.

MULTI-CLEAN PRODUCTS, INC., Dept. NC-23-76
2277 Ford Parkway, St. Paul 1, Minnesota

Please send free Rug Cleaning Manual and information about the **MULTI-CLEAN** METHOD and how it can help me build a profitable rug cleaning business.

Send information on: Scrubber; Vac; Cleaning Chemicals; I understand I will be under no obligation.

Name _____

Address _____

City _____ Zone _____ State _____

NEWS

FROM THE ALLIED TRADES

Hoffman Appoints Connecticut Distributor



SAMUEL R. GREENBLATT

U. S. Hoffman Machinery Corporation, New York, N. Y., has announced the formation and appointment of the Hoffman Machinery Distributors of Connecticut, 521 Bank St., Waterbury, as sole distributor for the company's drycleaning, laundry and pressing equipment in that state.

President and general manager of the new organization is Samuel R. "Shimmy" Greenblatt who is one of the founders of the Connecticut Drycleaners Association. Bernard J. Zucker will act as company treasurer while Jere Pinko will act as sales representative. Managing the company's service department is Mr. John Georgi, who has over 15 years experience with Hoffman equipment. His assistant is George Shelton, who will work on equipment installations and service calls.

The distributor will handle a complete line of Hoffman equipment and a showroom of the latest machines will be located at the Bank Street address.

Eaton Adds to Sales Force

The appointment of three new salesmen has been announced by R. F. McDonald, executive vice-president and general manager of Eaton Chemical and Dyestuff Company, Detroit, Mich. Harry S. Eaton will serve accounts in the Detroit area. Robert E. Jenkins will be responsible for Metropolitan New York, New Jersey, the eastern portion of Penn-

sylvania and the New England states. Hubert R. Brown is now calling on the drycleaning and laundry trade throughout New York State.

Alton Names Distributors

Among new distributors appointed by the Alton Manufacturing Company, Dallas, Tex., to handle its comfort cooling equipment for drycleaning plants and laundries are the following:

The Stadham Co., Inc., Philadelphia, Pa.; Loomis Bros. Equipment Co., St. Louis, Mo.; Dalex Company, Ltd., Toronto, Ont., Can.; Dongieu's, Jackson, Miss.; Unit Wash Sales Company (Ray Miller), Newton, Mass., and A. Klein, Schenectady, N. Y.

The company also maintains an engineering office at 2528 Overlook Road, Cleveland, Ohio, for the Midwest territory.

Street's Reaches New Peak



According to R. R. Street & Co., Inc., sales of its Conductivity Control Unit reached the 5,000 mark May 29, 1956. With this shipment there are now 4,632 drycleaning plants using the Mycel process of controlled drycleaning, according to Ernie Heidersbach, director of field service (shown above).

The purchase of a Conductivity Control includes the services of a factory-trained field technician who supervises the installation and proper operation of the Mycel process. In addition, Street's sends a complete set of its biweekly "Conductivity Associate" letters on such

varied subjects as plant operation, cost accounting, merchandising, sales promotion, etc.

Full information may be obtained by writing the company at 561 W. Monroe St., Chicago 6, Ill.

Butler Announces Appointments

Howard J. Martin, Dry Cleaners Equipment Division sales manager, Butler Manufacturing Company, Kansas City, Mo., has revealed six appointments to the sales staff. Bartlett B. Quirk will become sales manager of the company's Southwest district, which comprises Wyoming, Colorado, Utah, Nebraska, Kansas, New Mexico, Texas and Oklahoma. In the Southeast district Robert Deering will act as sales distributor, handling jobber sales in Arkansas, Mississippi, Tennessee, Kentucky and Missouri.

As company sales representative Gordon D. Stevens will cover Kansas City, Mo., western New York, northeastern Pennsylvania and eastern Ohio, and Rudolph H. Mobley will serve Oklahoma and southeastern Kansas. Gerald S. Cronau will be responsible for the Wisconsin territory while William F. Cahill has been assigned to the Illinois and Indiana district.

New Plant for Hoyt



Harry Hoyt, president of Hoyt Manufacturing Corporation, Gastonia, N. C., has announced that a newly acquired Southern plant in Gastonia will be operated as an associate company and will be known as Hoyt Southern Corp. Production at the new plant will be devoted to water and solvent coolers and heaters and other refrigerating and air-conditioning equipment primarily used in the drycleaning, laundry and textile industries.

Marvin Green, vice-president in charge of sales in the main office, will also head the sales department at Hoyt Southern Corp. Elwin Lavalette, general manager of the company's Westport, Mass., plant will also be general manager of the new Gastonia plant. Engineering will come under the supervision of Wayne Tucker, vice-president in charge of engineering at the main plant, and operations will be directed by Joseph Kennedy.

For more efficient service to Southern customers, it is contemplated that the new company at Gastonia will soon also serve as a distribution center for the complete Hoyt line.

Adco Staff Additions

Adco, Inc., Sedalia, Mo., has made 11 changes in its sales division, according to John Van Dyne, sales manager. John D. McCutcheon has taken over the Ohio territory, replacing R. H. Martin who recently passed away. Allan Shapero will cover the Kentucky territory, succeeding Mr. Martin. Other sales representatives are Wade Humphrey, southern Florida; Kenneth Nell, Nebraska; Dick Rovellat, California; Morris Moss, western Ohio and northern Indiana; Lem Doxey, northern Florida and southern Georgia; Richard Wade, western Pennsylvania and part of New York; Fred A. Barr, northern Illinois; Gene Gray, Missouri, except for St. Louis, and Myron Dorman, northern Texas and New Mexico.

Detrex Takes Over B & G Conveyors

Detrex Corporation, Detroit, Mich., which recently announced agreement to purchase all outstanding capital stock in Hooker-Detrex, Inc., and soon to be known as Detrex Chemical Industries, Inc., has entered into an agreement to manufacture and merchandise all package-type conveyors, plus other items owned and previously manufactured by B & G Machinery Company of Indianapolis, Ind., it was announced by Detrex President A. O. Thalacker. These products will be manufactured at the new De-



Nicholson *steam trap* quality gives you . . .

extra stamina for severest service

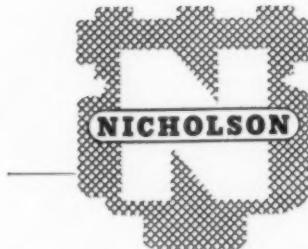


Write, today, for your copy of new Bulletin 10-55—for detailed information.

Nicholson quality . . . throughout . . . means the extra strength, extra capacity, extra stamina that never let down. And, Nicholson quality pays off, when it comes to discharging condensate and air from cleaning and pressing steam lines and equipment . . . most efficiently, dependably, economically.

- **powerful valve action—big husky bellows.**
- **positive shut-off—finely ground valve and seat.**
- **high capacity—effective use of large orifice.**
- **each unit service tested—with steam.**

When less than the best won't do, specify Nicholson.



W.H. NICHOLSON and Company

TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES

trex drycleaning equipment plant in Bowling Green, Ky.

Lloyd Byrne, president of B & G, advises that the company will continue to develop and produce material-handling equipment for special application. Research and development on items and processes related to the equipment manufactured by Detrex will be conducted jointly by the two companies.

According to H. R. Norgen, Detrex sales executive, the B & G equipment will be distributed by Detrex drycleaning distributors.

Johns-Manville Names Two

As part of the general expansion program of the Johns-Manville Celite Division to increase service to customers, William J. Bucklee, general sales manager, and Carlton J. O'Neil, merchandise manager, have been appointed vice-presidents of the Johns-Manville Products Corporation, New York, N. Y. The announcement was made by C. B. Burnett, vice-president and general manager. Both men will retain their present positions.

Foxboro Promotes Six

Increasing its application engineering service to instrument users in the chemical, refinery, metals and power industries, The Foxboro Company, Foxboro, Mass., has appointed six application engineers to Home Office sales promotion posts.

Chief of the Chemical Industries Sales Division is V. A. Pardo, transferring from Foxboro's Philadelphia branch office. Also moved to the chemical group is J. M. Petrillo, who has served in the company's Metal Industries Division since 1949. Replacing Mr. Petrillo is R. C. Tamm, formerly a design engineer with a boiler company.

Appointed manager of the Refinery Industries Sales Division is E. N. Hayes, who moves to his new assignment from Houston where he served as a Foxboro sales engineer.

New members of the company, C. R. Fleming and J. W. Peirce, have been assigned to the Power and Metals Industries Sales Divisions, respectively.

New Distributors for Cook

W. L. Barton, executive vice-president of Cook Machinery Co., Inc., Dallas, Texas, has disclosed the appointment of four new distributors. They include: Procter & Hutchinson, 3710 14th St., N.W., Washington,

D. C.; Frontier Alkali Corp., 210 Amherst, Buffalo, N. Y.; Sterling Supply Corp., 1-35 Porter, Philadelphia, Pa., and Austin Supply Co., 2170 Kurtz St., San Diego, Calif.

Davies-Young Film Tie-In

"The Man in the Gray Flannel Suit" gives his clothes extra care with (trademarked) "Lint-Free, Cling-Free" drycleaning. This is the theme of a current cooperative promotion by the Davies-Young Soap Co. and 20th Century-Fox Productions, according to Morry Friedlander, director of retailing merchandising for Davies-Young. Bert Bachrach is handling promotion for the motion picture.

The film is scheduled for showing in leading movie houses through the next few months and drycleaners who use the patented drycleaning detergent will be able to use the movie tie-in for local promotion. Davies-Young is supplying mats to its drycleaners so they can buy local advertising space and print individual flyers to be handed out at theaters. The company is also informing managers of local movie theaters that will show the film that local Clean-Charge drycleaners may wish to help out in the promotion of the movie.

Westvaco Sales Change

Donald C. Oskin, sales manager, Westvaco Mineral Products Division, Food Machinery and Chemical Corporation, New York, N. Y., has disclosed three staff changes. Thomas M. Craig has been appointed assistant product manager for phosphates with headquarters in New York. James A. Wedlin has become sales representative for the Nebraska, Iowa, Kansas and Missouri areas, with headquarters at the Lawrence, Kansas, plant. Ralph A. Skaar has been made a representative for the Manhattan and Westchester territories in the New York district.

Manitowoc Cotton Representative

The Manitowoc Cotton Goods Mfg. Co., Manitowoc, Wis., has announced the appointment of B. R. Sussman of North Hollywood, Calif., as its representative for the territory of California, Oregon and Washington. Mr. Sussman will assist distributor salesmen in selling all of Manitowoc's products.

Prosperity Names Four New Salesmen



JOSEPH G. FORD



THOMAS R. STAPLETON



ALBRO E. HALL



GEORGE E. VIVIAN

The Prosperity Company of Syracuse, N. Y., recently appointed Joseph G. Ford, 8303 Greenwood Ave., Takoma Park, Md., as sales representative for its Bethesda, Md., district office. His appointment is in line with the company's expansion of its sales force this year.

Mr. Ford's territory takes in the Washington, D. C., area formerly handled by Prosperity District Manager Harry Kritt. The new appointment allows Mr. Kritt more time for managerial functions. Formerly Mr. Ford worked for Virginia-Carolina Laundry Supply Corp. and, for the last three years, for W. P. Ballard & Co.

Graduates of The Prosperity Company, Inc., sales training program headed for district territories late this month following completion of classroom and field instruction courses at the company's new school at Syracuse, N. Y.

Thomas R. Stapleton was assigned to the Atlanta district and will serve the Florida territory with William F. Jandos, Miami sales representative. George E. Vivian will cover the Fort Worth district office and Albro E. Hall will operate in California with headquarters at

Prosperity's Los Angeles district office.

The new salesmen were among the first group to complete extensive courses in Prosperity's new sales training program which began in March. A unique feature of the school is an operating laundry and drycleaning plant where trainees receive simulated field experience. The next class is expected to form shortly.

SLRA String Tags and Membership List

The Suede and Leather Finishers of America recently completed the printing of 500,000 string tags directing retail purchasers to have their leather garments cleaned by a member of SLRA. The tags are being supplied without cost to manufacturers of suede and leather garments who are members of the National Outerwear and Sportswear Association. Henceforth they will attach the tags to new garments.

The tag has a service message advising the customer on care and cleaning and suggests that members of SLRA are best

owners report:

"Eliminated two workers,
cut solvent costs 40%"

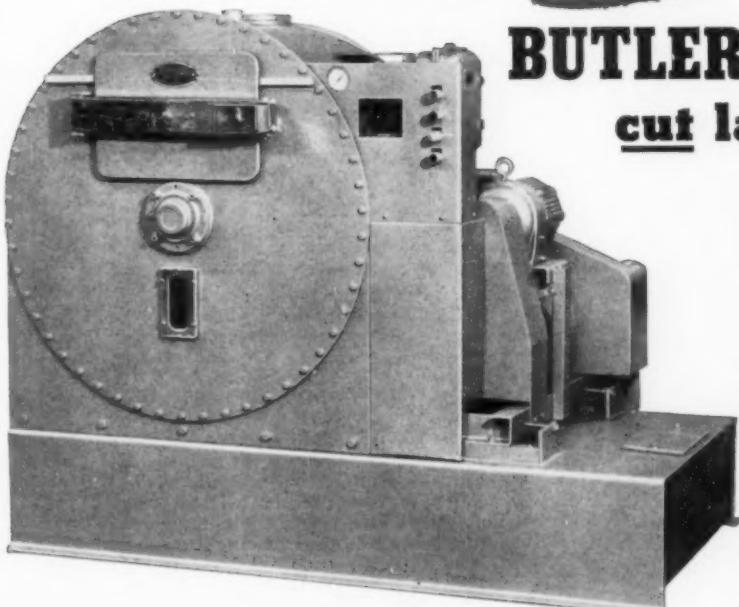
says Vernon Barnhill,
Rainbow Cleaners and Laundry,
Greenville, N. C.

"Cut our productive
dry cleaning cost in half"

says H. J. Burke,
Killey Cleaners and Furriers,
Davenport, Iowa

"Eliminated one man, cut
solvent costs \$25⁰⁰ a month"

says W. W. Smith,
Boulevard Cleaners,
Hilton Village, Va.



A convenient finance plan makes it easy for you to own a Butler automatic extracting washer. You deal only with Butler — there's no third party. Just mail the coupon at the right and we'll send you all the information you want. It'll be one of the best investments you ever made!



Manufacturers of Oil Equipment • Steel Buildings
Farm Equipment • Dry Cleaners Equipment
Special Products

Factories at Kansas City, Mo. • Galesburg, Ill. • Minneapolis, Minn.
Richmond, Calif. • Birmingham, Ala. • Houston, Tex.

BUTLER extracting washers cut labor cost, do better, faster work

Letters from all over the country tell about the big savings and fast, top-quality work turned out by Butler 60# and 120# extracting washers.

Most of the letters say Butler extracting washers save so much time that the operator can handle spotting as well. *This eliminates one man* and, at this rate, the equipment soon pays for itself.

Other cleaners say they like the divided pocket cylinder because it lets them run mixed loads. This saves time and makes it possible to handle more work.

An operator can run 12 loads in 8 hours with Butler fully automatic extracting washers. Loads are washed, rinsed and extracted automatically in 30 to 40 minutes. What's more, 5 to 9 minutes are saved each load by eliminating transfer of garments to a separate extractor.



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Please send me pamphlet on Butler extracting washers.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



Mr. Charles Campbell,
partner of Uniform Rental Service,
Chattanooga, Tennessee.

"Easy to handle in tight spots." The new Ford P-350 with 104" w.b. provides maximum maneuverability. Wheelbase

lengths up to 130" available for bodies up to 450 cu. ft. capacity. *Fordomatic* Drive available at low extra cost.

"We find Ford Trucks cost less to buy, less to run"

**Roomy working area and low-step height of
Ford's Parcel Delivery cut driver fatigue, delivery time.**

The Uniform Rental Service uses seven trucks to deliver uniforms to concerns throughout Chattanooga. Each averages 45 stops a day. Here's what Mr. Charles Campbell has to say about Ford Trucks. "I figure my trucks as a long term investment. They have to give me plenty of dependable service . . . big performance with low maintenance and operating costs. And Ford's reputation for long life means I can count on a higher price at trade-in time." In short—*Ford Trucks Cost Less to Buy . . . Less to Own.*

See how Ford Trucks cost less for YOUR job. 1956 Ford Trucks can bring new savings to your delivery work in every way—every day. Ford's modern Short Stroke engine design means less piston travel . . . less wear . . . low gas consumption . . . low maintenance and operating costs. Bigger brakes last up to 33% longer. New tubeless tires run cooler, give greater mileage. Put it all together—low initial cost, low operating and maintenance costs, high resale value, and you'll agree **FORD TRUCKS COST LESS.** See your *Ford Dealer soon.*

Big Fleet owners buy more Ford Cars and Trucks than any other make

NOW! 8 to 10 Second Customer Service!



and UP TO 40% MORE HANGING SPACE



Stor-U-Veyor

U.S. Patent Pending

FOR YOUR CALL OFFICE

It's a Storage Rack! It's an Automatic Conveyor!

WHITE MACHINE CO. INC. Bulletin N76

14th St. & Lafayette Ave., Kenilworth, N.J.

Gentlemen: Without obligation, please rush a copy of your new STOR-U-VEYOR circular.

Firm _____

Address _____

City _____

Zone _____

State _____

Your Jobber _____

New Circular
SEND FOR
YOURS TODAY

qualified to keep the garment new-looking longer.

In addition, SLRA is printing a small folder listing members' names and addresses. This folder will be given to leather apparel manufacturers and retail stores for guidance in selecting plants to service the garments. It is small enough to be inserted in the pocket of a new leather garment or may be used by the wholesale and retail salesmen.

A supply of the string tags and membership folders is available from Allan J. Copeland, Executive Director, SLRA, 100 E. Ohio St., Chicago 11, Ill.

Saltz Keynotes Cotton Drive



ARTHUR SALTZ

Phoenix Names Blesch



CARL BLESCH

Carl Blesch, for the past three years purchasing director of Phoenix Products Co., Milwaukee, Wis., has been appointed sales manager of the company's packaging division serving the drycleaning and laundry industry.

At a dinner meeting held April 24 to open the cotton sizing season, 75 members of the Fort Worth (Texas) Qualified Drycleaners Association heard Arthur Saltz, sales manager of National Cleaners Chemical Mfg. Co., emphasize the need for an all-out promotional effort by cleaners to build cotton volume.

Mr. Saltz, in the South on a special sales mission, reviewed briefly the new sizing and brightening methods that restore newness to cottons. To get maximum results from a cotton sizing program, said Mr. Saltz, the cleaner must: (1) render a genuine restoring service when sizing garments, (2) develop an effective promotion program through proper budgeting and timing, and (3) carry through from one season to another by featuring household items in the spring and fall and high-style cotton dresses and sport shirts in the summer.

New Chek Mothproofer

Benjamin Lubiner, general manager of Chek Chemical Products Company, has announced the development of a new mothproofer, Moth Chek—Formula "D."

According to Mr. Lubiner, Moth Chek—Formula D can be used directly in all types of synthetic or petroleum solvent systems. It will pass through the filter in continued operation and will not build up pressure. When used as directed, it is said to give protection against moth

damage for one year or, if desired, can be used in lesser quantities as recommended in directions to cost $\frac{1}{2}$ cent per garment and still give protection for six months. Mr. Lubiner believes that this feature will enable many drycleaners to offer free mothproofing.

The company will furnish window streamers and advertising stuffers for garments and mailings. Laboratory reports are available on request to Chek Chemical Products Company, Inc., 89 Madison St., Newark 5, N. J.

Pennsalt Names Two Representatives in Georgia



HAROLD L. CHANDLEY



JAMES C. CARPENTER

James C. Carpenter and Harold L. Chandley have been appointed sales service technicians for the Pennsylvania Salt Manufacturing Company's Laundry & Dry Cleaning Products Department, manager Paul C. Hurley has announced. Mr. Chandley will call on drycleaning establishments and Mr. Car-

penter will serve laundry operators with Pennsalt's extensive line of specialties for the laundry and drycleaning industries.

Both men are assigned to the Atlanta, Georgia, laundry and drycleaning sales staff under the direction of J. Howard Morrison, regional sales supervisor, according to the announcement.



GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

NEW PRODUCTS AND LITERATURE

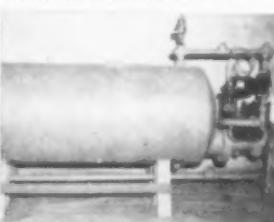
Continued from page 10

bundle is handled in checking and wrapping from five to two and eliminates the danger of small articles falling out and becoming lost, according to the company.

With the purchase of each Shirt-Pak, a factory expert goes into the plant to streamline checking and wrapping departments without charge.

Additional information is available from the Marva Manufacturing Company, 3400 Hickory, Dallas, Tex.

New Kisco Water Heater



The new Kisco Water Heater is a completely automatic packaged unit, fully assembled, ready to connect to utilities. Designed to deliver peak quan-

tities of desired temperature water for highly intermittent and varying flows, it is said to combine the advantages of instantaneous and storage water heaters to provide controlled temperatures with a level steam demand. This results in a leveling of the boiler load.

The Kisco Water Heater is a closed-system unit said to have no condensate or radiation loss. It returns the best feed water to the boiler and operates on water-main pressures eliminating the need for repressurizing. Built to ASME code specifications, it is available in nine models delivering 450 to 3,600 gallons at 40 to 180 degrees per hour.

Fur-Feel Issues Brochure

Fur-Feel Corporation offers plantowners who dryclean or fur-clean Orlon-Dynel synthetic pile garments five plans to process and finish those garments. The plans, as outlined in a descriptive brochure issued by the manufacturer, make use of either recommended NID cleaning procedure or furrier methods as an essential part of the

Speedy SOLVINK

- Cuts spotting time
- Cuts finishing costs

Here's the way to make quick work of spotting all fabrics . . . effectively, safely and economically.

Solvink, the special purpose spotting agent, penetrates quickly, then soaks out stains of rust, paint, ink, and blood without a trace.

Solvink is completely harmless to the fabric when used according to the easy directions.

Economical, too. One-half pint set of two solutions only \$2.25. Also available in pint, quart and gallon sizes.

Try a free sample right away, or order a trial from your jobber. For sample, write Dept. M-76, Greenville Chemical Company.

And you can use these companion products profitably, too—

- TANSOL—for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hot Size

process, depending upon individual needs.

The basic method incorporates recommended NID cleaning followed by a spray material which prepares the fabrics for finishing with either the Lusterette—a hand model, portable finishing unit, or the floor model Special—a newly designed pile-fabric rejuvenating unit.

The alternate method, it was stated, features Fur-Feel chemicals, which are said to clean and condition the fabric for finishing with either of the two finishing units.

The new process was developed as a joint venture by Reliable Machine Works, Inc., and Kandu Chemicals, Inc.

Copies of the brochure may be obtained by writing Fur-Feel Corporation, 238 Eagle St., Brooklyn 22, N. Y.

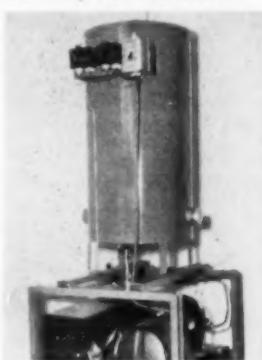
Labor Miser Rack Improved

W. G. Gullett, 109 S. Third, Ponca City, Okla., manufacturer of the Labor Miser, a button and thread rack, has announced improvements in the product. The rack has been made more compact, yet holds an ample supply of buttons and thread to fill the needs of any cleaner,

according to the announcement.

The Labor Miser holds 72 large or 100 small spools of thread and accommodates 48 unbreakable-plastic button bins. The rack is said to be sturdy constructed and can be hung on a wall or placed on a table. Additional information is available from the manufacturer.

Rite-Temp Solvent Cooler



The Rite-Temp Solvent Cooling Mfg. Company has introduced a new solvent cooling unit developed exclusively for drycleaning plants. The manufacturer states that the unit will keep solvent temperatures

between 75 and 78 degrees even at outside temperatures of up to 105 degrees. The temperature control is completely automatic and the unit is complete and self-contained.

The manufacturer also states that the unit can be installed by a plant maintenance man and requires only a power supply connection and a hookup with the filter of two solvent lines, intake and outlet. The unit requires floor space 22 by 26 inches.

For further information write to The Rite-Temp Solvent Cooling Mfg. Company at 218 S. Eighth, Rogers, Ark.

Tubeless Tires for Trucks

Tubeless tires through 11-22.5 size (10.00 by 20 replacement) are now standard equipment on International heavy-duty trucks built at the Fort Wayne, Indiana, Works, it was announced by the motor truck division of International Harvester Company. Larger tubeless tire sizes through 12-24.5 (11.00 by 22 replacement) are available on special order. Special treads in the tubeless tires are also available in a number of types and sizes.

For further information, write

to the International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

Sarco $\frac{3}{8}$ -Inch Steam Trap



The new Sarco Thermodynamic TD steam trap (patent pending) is now available in the $\frac{3}{8}$ -inch size as well as the $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-inch sizes.

Slightly larger than a 50-cent coin, the $\frac{3}{8}$ -inch size is well-suited for applications such as laundry presses, puffers, ironers and drycleaning stills, according to the company. It is said to withstand water hammer and corrosive condensate and to operate equally well on light or heavy loads and against back pressures up to 50 percent of

inlet pressure. It closes tight on no load. The same trap without changes can be used for from 10 to 600 p.s.i., according to Sarco.

Little maintenance is said to be required for the new steam trap that has only one operating part, a solid, hardened stainless-steel disc. It is composed of three parts in all: cap, valve disc and body of all stainless steel. The manufacturer offers trial installation.

New bulletin No. 257B describes the operating principle and is available from Sarco Co., Inc., Dept. P, Empire State Bldg., New York 1, N. Y.

Nova-Tex for Cottons

National Cleaners Chemical Mfg. Co. recommends the use of its product, Nova-Tex, for cleaning summer cottons. The method is based on applying Nova-Tex Concentrated Dry Size directly in the wheel. Using this process, the manufacturer states, plants can treat large volumes of cottons with virtually no additional handling. Garments are said to finish more easily and faster and to acquire wileproof and droop-free qualities.

To help cleaning plants build

cotton sizing volume, a complete tie-in Summer Cotton Promotion Kit of window streamers, store signs, newspaper ad mats, etc., is available free with case purchases of Nova-Tex. For details write to National Cleaners Chemical Mfg. Co., 2807-11 W. Lake St., Chicago 12, Ill.

General Soap Dispenser

General Equipment Co., Highway 14 East, Box 134, Owatonna, Minn., is manufacturing a line of dispensers for handling liquid soaps, detergents, oils and other noncorrosive liquids. Of note is a model for taking liquid soap from the drum container in storage and dispensing it in accurately measured volume into the solvent in drycleaning machines.

This is a closed system under low pressure which permits the soap to be transferred from some convenient distance and dispensed accurately without messy handling. The manually operated dispenser is calibrated in fluid ounces. The complete unit includes necessary valves, combination air-induction and fluid-discharge tap for standard drums, as well as hose lines and fittings. It can be attached to any drycleaning machine.



NEW ALL-IN-ONE TIE FORM

Greatest improvement in tie forms since the tie itself! Now a tie form that fits all ties, even those sewed in the center. Self-locking at any point. Ideal on press or finishing board. **\$4.95**



NEW IMPROVED MOISTURE CONTROL SOAP GUN FOR PRE-SPOTTING

Adaptable to any spotting board. Preheats chemicals for double cleansing power. Also ideal for sizing and water-proofing. Non-breakable handle and improved stainless steel tubing. Comes with interchangeable nozzle and brush, suction hose and check valve. Sold on money back guarantee. **\$12.95**



NEW 1956 DELUXE PRESS CLAMP

Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. A better press clamp for better press work. **\$5.95**



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

If your jobber cannot supply you write us direct.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.



THERMOTEX

The Miracle Cover Cloth. Outwears—Outlasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Cloth.

2 to 1

Order from
H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

PEOPLE AND PLACES

NORTH CENTRAL



C.O.D. Cleaning and Dyeing Co. has been moved to a new location at 1407 Seventh Ave., Moline, Ill.

A storage vault has been added at Stevens Cleaners, 1137 Frederick Ave., St. Joseph, Mo.

A grand opening was held at B and M Cleaners, 10036 Kedzie, Midlothian, Ill., by owners William Berger and James Sullivan.

A grand opening was held recently at Marion (Ind.) One-Hour Cleaners, 413 S. Adams St., by Steve J. Demetrio.

James and John Wood have sold Wood Bros. Cleaners, Milford, Ill., to Kenneth Park.

Shirley Roy has opened One Hour Martinizing at Montgomery Ave., Cincinnati, Ohio.

Glen T. Staley, owner of Imperial Cleaners, 337 W. Jefferson St., Joliet, Ill., has purchased Monarch Cleaners, Collins and Benton St., from Harold and Elmer Giampaolo.

Allen Cleaners has been opened in the Baldwin Shopping Plaza on W. Liberty St., Hubbard, Ohio.

A grand opening was held recently at Scotch Cleaners and Launderers, 8801 Truman Rd., Independence, Mo.

T. F. Cullen has opened One Hour Martinizing at 4812 Excelsior Blvd., Minneapolis, Minn.

Mr. and Mrs. Bill Van Etten have leased City Cleaners, Clay City, Ill., from Mr. and Mrs. Sherman Sproat.

Johnny-on-the-Spot Cleaners has been opened at 24 Racine St., Janesville, Wis. Donald Rosen is general manager.

Davis Cleaners has opened a branch at Hoke Ave. and Walnut St., Frankfort, Ind.

New equipment has been installed in Home Cleaners, Winslow, Ind.

French-Tex Cleaners and Launderers, owned by LaFrance Dry Cleaners, Inc., of Youngstown, Ohio, has been opened in the Ashtabula Plaza Shopping Center.

An open house was held recently at Sibley Dry Cleaners, 147th and Center Ave., Harvey, Ill., by Mr. and Mrs. Charles Commerford to celebrate the opening of their new drive-in.

Crystal Clean Cleaners has been opened at 1317 Tuscarawas St. E., Canton, Ohio.

A grand opening was held recently at Linton (Ind.) Model Cleaners at its new location, 24

UNIPRESS
ONE-LAY
SPORT SHIRT
SLEEVER

A Star in any Sport Shirt Finishing Unit

Two shirt sleeves beautifully finished in seconds. Speeds production. Cuts labor costs. Saves floor space.

The **UNIPRESS** Company
Minneapolis 8, Minnesota

N. Main St., it has been announced by Wilbur L. Wright.

Cafana Cleaners, 17233 Mack, Detroit, Mich., has been remodeled and new equipment added. Jerry Cafana is the owner.

Donald McFadden has opened One Hour Martinizing, 23 W. 11th St., Anderson, Ind.

Mayor Kenneth G. Meyer cut the grand opening ribbon at Service Cleaners, Oakton St., Desplaines, Ill., recently. John Burchard is the proprietor.

Carl Mintoyne has purchased Kalona (Iowa) Community Cleaners from Gaylord Brenne- man.

Sprinkles Cleaners has been moved to a new location on E. First St., Wellston, Ohio.

Vern Keeley has purchased Modern Cleaners, Waterloo,

Seneca (Mo.) Dry Cleaners has been purchased by Mr. and Mrs. Bob York.

Robert L. Lowe has joined Mr. and Mrs. J. W. Ensley as a partner in Ensley Cleaners, St. Croix Falls, Wis.

Matt Tompkins has purchased Bob's Dry Cleaners, 172 S. Second St., Cambridge, Ohio, from Robert Luce.

Kingsway Cleaners is housed in a new location at 102 Linden- man, Dupo, Ill.

Mr. and Mrs. Jerry Reikes have purchased Cox Cleaners, Or- leans, Ind., from Mr. and Mrs. Earl Cox.

A grand opening was held at Cardinal Cleaners, 417 Duff, Ames, Iowa, recently. Dick George is the manager.

SOUTH EAST

Plans have been announced for a drycleaning establishment on Volusia Ave., Daytona Beach, Fla.

Quality Cleaners and Laundry, 603 Fifth St., has purchased Coates Dry Cleaning and Laundry, 2416 12th St., Lynchburg, Va.

Mr. and Mrs. Herrick King have purchased Sunshine Cleaners, Inverness, Fla., from Mr. and Mrs. Snell Mills.

S. T. Messner, owner of 60-Minute Cleaners, has announced change in name of his two operations, at 2300 Ninth

St., N., and 720 Fourth St., N., to One-Stop Valet System, Inc.

Boston Cleaners and Laundry, Inc., Burlington, N. C., is now operating under the ownership of Leroy Overcash and Charles Wright. The firm was purchased from the Shoffner family.

Construction has begun on a drive-in at 1407 N. Wheeler, Plant City, Fla., according to H. R. Maxwell, owner.

Willie D. Greer has opened One Hour Martinizing at 2124 Cumberland Ave., Middlesboro, Ky.

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

"Would You Like to Have This Garment Mothproofed at the Same Time?"

These words, if used daily by your counter people and drivers when they accept garments for drycleaning, can put big extra profits into your drycleaning business this year.

A case in point is a small drycleaner in Akron, Ohio. He insisted that his salespeople use this suggestive selling technique on all customers for a period of one month, promoting Berlou Mothproofing Service. One routeman sold \$188 worth during the month and one counter clerk sold \$176 worth.

No other service you can offer in your shop has a better margin of profit than Berlou Mothspray. Profits from Berlou run as high as 200 to 300 percent for many dealers. And Berlou is a repeat sale item with year-round potential. Berlou's Five-Year Guarantee in writing makes Berlou easy to sell. It's no wonder that more professional mothproofers use Berlou than any other product.

THE BERLOU MANUFACTURING COMPANY 435 Monroe Street Marion, Ohio

In Canada: THE BERLOU COMPANY Ltd.,
London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Our dealers make as much as \$5,000 to \$10,000 extra net profit each year. Use coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address: _____

City: _____

Zone _____ State _____

Signed: _____

These helpful booklets Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

1. "How To Clean Cotton Rugs" \$.25
instructions for best handling of shag rugs
2. "Manual for Training Silk Finishers" 1.00
top quality finishing on all garments
3. "The Laundry Primer"50
ABC's of washroom operation
4. "Storage for the Drycleaner"50
guide to vault installation, operation
5. "Guide to Plant Layout" 1.00
making the drycleaning plant more efficient
6. "How To Train Finishing and Folding Operators in the Laundry" 1.00
top-quality finishing in the laundry
7. "Manual for Training Wool Finishers" 1.00
the complete job on all types of garments
8. "Guide to Construction and Remodeling of Drycleaning Plants" 1.00
ABC's, from planning to landscaping
9. "How To Build a Greater Demand for Your Professional Laundry Services" 1.00
specifics on bigger business, more profit
10. "Handbook for Route Sales Executives" 6.00
solving problems in route selling
11. "Let's Talk Drycleaning" 2.00
how to sell more drycleaning service

To order, check number and mail coupon.
Special rates on quantities quoted on request.

The NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.

Send books indicated below.

My check for _____ is enclosed.

1	2	3	4	5	6	7	8	9	10	11
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Name _____

Firm _____

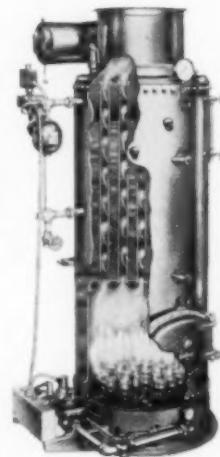
Street _____

City _____ State _____

VERTICAL TUBULAR BOILERS



WITH GAS BURNER
AND AUTOMATIC CONTROLS



Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.

Made in eleven sizes from 3 H.P. to 50 H.P. 100 lbs. working pressure.

LOOKOUT BOILER & MFG. CO. CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

Trail Cleaners, 1307 Eighth Ave., Bradenton, Fla., has been sold by Bill Klimas and George Hollenbeck to Norman and Martin Knudstrup. The firm will operate as Knudstrup Cleaners, a half interest in Calvert City (Ky.) Cleaners.

New equipment has been installed in Cannon Dry Cleaners, 222 W. Bay Drive, Largo, Fla.

A grand opening was held recently at One-Hour Cleaners, 214 E. Broadway, Mayfield, Ky., by E. N. Sisson.

Jaudon's Dry Cleaning and Washeteria, operated by R. S. Jaudon, has been opened in Springfield, Ga.

Mr. and Mrs. Albert Jones have announced that Mr. and Mrs. John Whittaker have purchased

James Albano has opened One Hour Martizing at 1701 Monticello Ave., Norfolk, Va.

NORTH EAST



Construction has been started on a new building to house Star Cleaners, located on Lumburg St., Fitchburg, Mass. Village shopping center, Fox Chapel and Freeport Rd., Sharpsburg, Pa.

Warren's Cleaners has purchased Goddard's Dependable Cleaners, 67 W. Burd St., Shippensburg, Pa., according to a recent announcement.

Tip-Top Cleaners, 144 Franklin St., Watertown, N. Y., has been purchased by Charles J. Muldoon and Anthony Peters from Emmett J. Jackson.

A grand opening was held recently at Arrow Cleaners & Furriers in the Fox Chapel

A certificate has been filed for the conduct of Jim's Cleaners, 521 Mountain St., Pittsburgh, Pa., by James M. Callahan.

INCREASE YOUR PROFITS!

BE SURE TO READ

"Wetcleaning is costlier
than you think"

ON PAGE 53.

p-250

Max Tobin has opened One Hour Martinizing, 927 Sound View Ave., New York, N. Y.

A new modern building is now under construction for De Luxe Dry Cleaners, 1-3 E. Genesse St., Auburn, N. Y., according to Angelo Maiellaro, proprietor.

New equipment has been installed in Safar's Park Cleaning Co., 215 Stuyvesant Ave., Lyndhurst, N. J.

Toomey's Cleaners and Dyers, 143 Franklin St., Lynn, Mass., has opened a second unit, at 43 Boston St. The firm is operated by Francis B. Toomey.

New drycleaning equipment has been installed in Quick 1-Hour Cleaning, Inc., Pittsburgh, Pa.

A new drycleaning establishment for Tony Salvon and Son is to be erected at 114 N. First St., Olean, N. Y.

Irving Buchman has purchased Belle Faire Cleaners and Dyers, 624 Kinderkamack Rd., River Edge, N. J., from Irving Greenburg.

Jiffy Cleaners has been moved to its new plant in Mifflinsburg, Pa.

Nu-Way Cleaners, McConnellsburg, Pa., has been moved to Mercersburg. Gerald Johnson and Robert Stanton are partners in the firm.

A new drycleaning establishment, to be known as The Hour Glass, is to be erected on Main St., Fitchburg, Mass.

One Hour Martinizing has been opened on Milton Ave., and Main St., Rahway, N. J., it has been announced.

New drycleaning equipment has been installed in Reliable Tailors and Dry Cleaners, Erie, Pa.

SOUTH WEST

Plans have been completed for a one-story addition at Highland (Calif.) Dry Cleaners.

Charles A. Smith has opened One Hour Martinizing, 3303 Boulevard, Texarkana, Texas.

Notice has been filed of the intended sale of Par-Custom Cleaners, 7918 Melrose Ave., Los Angeles, Calif., by William H. Wyman to David Martin.

A \$150,000 expansion program has been completed at Zenith Cleaners, Main St. and Carroll

Jack and Ella Mae Moore have opened Jack Moore Cleaners in a recently completed building at 112 N. 81 Bypass, Duncan, Okla.

Rush and Vivian Wells have purchased R & V Cleaners, 1602 1/2 W. Lewis, San Diego, Calif., from Fred Pressley.

New equipment has been installed in Texas Cleaners, Olney, Texas. Erwin Kunkel is

**Sna-Pon
Can
Take It!**



**Use the
Trouser Guard that Stands Severe Handling
and Still Does a 100% Job!**

Sna-Pon is the original tubular trouser guard that slides on, snaps on, and stays on!

NOTE: With production at capacity, all orders will be filled in the order received.

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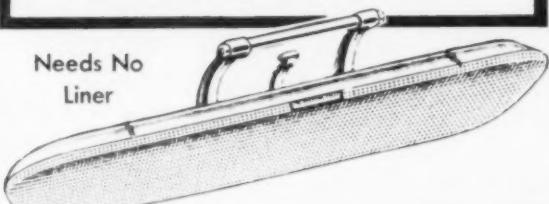
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ALL ALUMINUM SINGLE PLATE

Needs No
Liner



DOES MORE at LESS COST

- SAFELY presses ALL fabrics
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- Won't "Nickel" Mark
- Holds proper heat
- Won't "Shine"
- Costs less — lasts longer

You'll get Less If You
pay More than

\$16.85

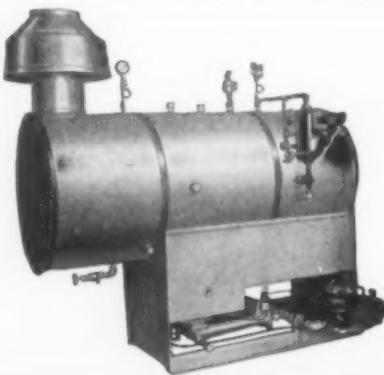
up to 46"

over 46" — \$21.75

mushroom — \$12.50

FROM YOUR JOBBER...LOOK FOR THIS FAMOUS NAME PLATE

GROSS STAR GRID PLATE "for Better Pressing"
MFD BY L. BEHRSTOCK CO. 1708 S STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

40th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

NOW The "FEATHERLIGHT"

The Modern Steam Press
with the Light Touch.

- ★ Easy Operation
- ★ Requires less floor space
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- ★ Beautiful Formica Table.

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for
Details
NOW!



NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY, NEW YORK 3, N. Y.

COMBINATION WASHER-EXTRACTOR UNITS

Petroleum or Perchlorethylene Solvents

Manufactured in 30, 50 and 80 lb. sizes

WRITE FOR BROCHURE AND PRICES

STANDARD LAUNDRY & CLEANING MACHINERY CO.

Manufacturers of complete line of synthetic and
petroleum machinery

6900 MAPLE AVENUE, DALLAS, TEXAS



Genuine

TAG-O-LECTRIC SUPPLIES

TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. Runs as smooth as silk.

TAG-O-LECTRIC STAPLES

The only staples that carry operational guarantee for the Tag-O-Lectric precision stapler. Rust-Proof or rust-resistant. Smaller than a common pin in diameter. Special points enter fabric like tailor's needle. Special power clinch for quick, easy tag flick off.

TEXTILE MARKING MACHINE CO., Inc.
2204-30 ERIE BLVD. EAST SYRACUSE 1, N. Y.

the owner of the firm, which is being modernized.

Morris Gill has purchased Blalock Cleaners, Quitman, Tex., from W. R. Blalock.

Marvin Puckett has purchased Daniel Cleaners, N. Main St., Wetumka, Okla., from Charles Daniel. The firm will be operated as Puckett Cleaners.

A grand opening was held recently at Select Cleaners, 3909 Atlantic Ave., North Long Beach, Calif. The firm, owned by Alfred and Kenneth Traetow, is also located at 1530 South St.

Mr. and Mrs. Earl Phillips have purchased Corbett Cleaning Co., Hereford, Tex.

Notice has been filed of the intended sale of Hollywood Security Cleaners and Dyers, 1718 N. Wilcox Ave., Los Angeles, Calif., by Frances C. Bure to Nathan Grossfield.

Modern Cleaners, N. 5907 Figueroa St., Los Angeles, Calif., has been purchased by Joe Vigil.

Mrs. Tom Russell and Mrs. Marlin Thompson have leased City Cleaners, Crowell, Tex., from Ike Wilson.

Connie Mae Cleaners, 136 Broadway, Chula Vista, Calif., will be housed in a new building at Broadway and Flower St., it was announced by J. D. Kinney, owner.

A formal opening was held recently at Pixie Cleaners and Laundromat, Clydebank and Arrow, Covina, Calif.

William E. and Diana C. Richmond have given notice that they intend to sell Colonial Market Cleaners, 12041 Saticoy St., North Hollywood, Calif., to Lois Lee Hanson.

Dependable Cleaners, 132 W. Denver St., has been opened at Holyoke, Colo. Dale and Milton Deselms are the owners.

Notice has been filed of the intended sale of Six Points Cleaners, 1323 N. San Fernando Blvd., Burbank, Calif., by Harry C. and Vera E. Brungard to Joseph and Sophia Damico.

An open house was held recently at Goleta (Calif.) Cleaners, 297 Pine Ave., by Ruby Straw.

Plans have been announced for the construction of a drycleaning establishment in the Sherwood Park shopping center, Second St. and Harrison Blvd., Ogden, Utah.

Mrs. Hazel Roberts has opened Mayfair Cleaners in the Gallinas Village shopping center, San Rafael, Calif.

A storage vault is under construction at G & R Cleaners, Sinton, Tex. W. R. Littleton is the owner.

Jack and Rebecca Whitaker have given notice that they intend to sell Las Tunas Cleaners, 9430 E. Las Tunas St., Temple City, Calif., to Golden R. Cates.

Viking Cleaners has been opened in a new location at 9015 Lake June Rd., Dallas, Tex., by Richard L. McCarter.

Notice has been filed of the intended sale of Banks Cleaners, 2119 N. Glenoaks Blvd., Burbank, Calif., by Zabel Bassani to Leo Trumer.

Unique Cleaners, Rocky Ford, Colo., has been purchased by Mr. and Mrs. Harry Ascherman, Jr., from Mrs. L. B. Timken.

One Hour Martinizing has been opened at 1044 N. Citrus Ave., Covina, Calif., by Dale M. Groves.

NORTH WEST

Don Obert has purchased Powers Lake (N. D.) Dry Cleaners from Leroy Jorgenson.

L. L. Starr, owner of City Cleaners, Beaverton, Ore., has opened Highway Cleaners on Highway 99W in Tigard.

Mr. and Mrs. Charles Nelson have purchased Lee's Drive-In Cleaners, 26th and Kaufman, Vancouver, Wash.

Neil Tompkins has purchased Florence (Ore.) Cleaners from Mr. and Mrs. Virgil Bonham.

One Hour Martinizing has been opened at 27th and Locus St., Tacoma, Wash., by T. O. Martin.

Construction has begun on a new building on Garden Valley Rd., Roseburg, Ore., to house a drycleaning establishment. Mr. and Mrs. Morris Corder-



Bethel Cleaners has opened a new pickup station at 1992 Franklin Blvd., Eugene, Ore., according to Louis Sherman, owner.

Mr. and Mrs. Harold Lund have purchased Baker (Mont.) Cleaners from Louis Wood.

Mr. and Mrs. J. C. Oliver have opened a drycleaning establishment at Bluff and Willow Sts., Pilot Rock, Ore.

DOMINION of CANADA



A new shirt laundry has been added at Cousins (Nfld.) Ltd., St. Johns, Nfld.

Spic and Span Ltd., has been opened at 255 Quinpool Rd., Halifax, N. S. The firm has three plants and nine stores in operation.

Prince Edward Cleaners has been opened at 49 Main St., 16 Ainslie St. S., Galt, Ont.

Picton, Ont., it was announced by William Strachan.

North Kamloops (B. C.) Cleaners has been opened by Bill and Olga Mills.

A modernization and expansion program has been completed at Mandel's Cleaners and Tailors, 16 Ainslie St. S., Galt, Ont.

how you can CUT COSTS



GUARANTEE
The new 2-IN-ONE is guaranteed to last a minimum of 4 months.

USE THE NEW QUALITEX 2-IN-ONE PAD and COVER

This combination Airfoam rubber pad covered with an Asbestall cover delivers superior pressing at lower cost because . . .

- 1 The "2-IN-ONE" is guaranteed to last a minimum of 4 months, and will actually last much longer.
- 2 The long life eliminates weekly padding and cover change.
- 3 Because of the Airfoam rubber pad, the "2-IN-ONE" lessens damage to grid plate.
- 4 Because of the long lasting Asbestall cover you can reduce your inventory.

ORDER YOUR "2-IN-ONE" FROM YOUR JOBBER TODAY!

Quality products company

5760 W. Grand Avenue
Chicago 39, Illinois

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*The Scientific
Scale Remover*



**Safely Loosens Scale
Prevents Formation of
New Scale
Prevents Corrosion
Prevents Foaming in Boiler
Reduces Fuel Costs**

What "Doctor Boiler" Is!

DOCTOR BOILER is a scientific solution which may be introduced into boiler water under normal operating conditions. It is not a corrosive chemical and it discourages corrosion. It has proven antifoaming properties and also tends to lubricate internally water level controls and traps. It will not injure hands or damage clothing. DOCTOR BOILER comes to you ready-mixed and requires no preparation whatever.

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TIME IS ON YOUR SIDE
WITH **plas-ties**
... the speedy vinyl wire tie
Just "TWIST" and handling time — garment losses drop — special orders signaled. The result? Happier customers everytime!

Vinyl PLAS-TIES for quality
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at cost!
for Forty Years
"Does your insurance pay you dividends?"

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BOCK EXTRACTOR
Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years
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"The Taubman" **MARKING PEN**
with PERCHLORETHYLENE
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39¢
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This special ink has been developed by us because of the wide-spread use of drycleaning systems using Perchloroethylene and Charge. The green color has been chosen to avoid confusion with our other products, and this green ink cannot stand up in wet wash or laundry.

SAMUEL TAUBMAN & CO., 176 MADISON AVE., NEW YORK 16, N.Y.

OBITUARIES

Frank C. Collias, 77, owner of Frank Cleaners, Pontiac, Michigan, died recently. A native of Greece, Mr. Collias had operated the cleaning establishment for the past 30 years. Surviving are his wife and seven children.

Frank E. Conner, founder and president of Frank E. Conner, Inc., Morgantown, West Virginia, died on June 3. Mr. Conner had been active in all community and civic work. He was a charter member of Kiwanis and a Mason. Surviving are his wife, one daughter and two sons, one of whom, Frank E., has been associated with him in the business.

Paul A. Head, owner of Service Cleaners, Mooresville, Indiana, died of a heart attack recently. Mr. Head was a member of the K. of P. Lodge. He is survived by his wife, a son and a daughter.

Josef Loeb, 82, founder and president of Loeb Dye Works, Inc., Roanoke, Virginia, died recently. In 1922, Mr. Loeb was president of the National Association of Dyers and Cleaners. He was editor of a trade journal, and wrote numerous articles and textbooks on cleaning and dyeing. Surviving are three sons.

Frank Weber Moreland, 46, proprietor of Hanover (Indiana) Cleaners, died recently. Mr. Moreland was a Mason. He is survived by his wife, a son and a daughter.

Michael Toutounjian, 60, former operator of Cranford (New Jersey) Cleaners, died in Fresno, California, recently. He is survived by his wife and two daughters.

Edward Henry True, 73, former operator of California Cleaners, Fresno, California, died recently. Mr. True was a member of Las Palmas Masonic Lodge, Tehran Shrine Temple, Scottish Rite Bodies and Fresno Sciots Pyramid No. 10. He is survived by two sisters.

MEETINGS SCHEDULED

August 10, 11 and 12—National Institute of Drycleaning Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

August 16, 17 and 18—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Lawrence Hotel, Erie.

August 19, 20 and 21—Virginia Association of Launderers and Cleaners, Inc., Annual Convention, Hotel John Marshall, Richmond.

October 4, 5 and 6—American Institute of Laundering, Annual Convention, Denver, Colorado.

October 5, 6 and 7—Ohio State Association of Cleaners and Dyers, Annual Convention, Neil House Hotel, Columbus.

November 2 and 3—Oregon State Drycleaners Association, Annual Convention, Gearhart Hotel, Gearhart.

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Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—Laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.**

Launderette and drycleaning service in sunny, fast-growing Tucson, Arizona. Netting over \$10,000 per year. Priced \$20,000 with \$12,000 down. Strunk Realty, 2402 E. Broadway, Tucson, Arizona. 7748-2

DRYCLEANING AND LAUNDRY PLANT IN DEEP SOUTH. Population over 750,000. 5 activated branches using 25 lb. washers. Volume exceeds \$300,000 annually. \$50,000 down. Balance 10 years. 21 years in business. Very profitable. **ADDRESS, Box 7505, NATIONAL CLEANER & DYER.** -2

LOS ANGELES DRYCLEANING BUSINESS—Long-established concern, price, \$165,000—terms. Excellent clientele; business can be expanded. Contact **W. Ross Campbell Business Investment Co., 712 South Spring Street, Los Angeles 14, California.** 7747-2

Modern Drive-In Solvent Plant at Canton, Ohio. Gross over \$47,000.00 per year. For sale with or without Real Estate. **ADDRESS, Box 7399, NATIONAL CLEANER & DYER.** -2

140 F Hoffman double unit—Sanitone franchise—fully equipped drive-in parking space—house at rear—fine climate—\$67,500 full price—\$50,000 per year—will consider lease with option to buy. **ADDRESS, Box 7743, NATIONAL CLEANER & DYER.** -2

Established synthetic drive-in plant grossing \$47,000 a year in a Mid-western capital city. Drycleaning building of approximately 3,500 square feet. Much new equipment, all in good condition. Excellent growth possibility. **ADDRESS, Box 7703, NATIONAL CLEANER & DYER.** -2

A complete laundry-drycleaning and cold storage growing business. Old-established firm, doing \$200,000 a year, substations and routes established. Synthetic unit, all up-to-date equipment. Owner retiring and will help finance right party. Centrally located in growing Army town. \$100,000 corporation can buy all or controlling interest. **ADDRESS, Box 7746, NATIONAL CLEANER & DYER.** -2

DRYCLEANING PLANT. Both gas and synthetic, shirt laundry, moth-proof storage. Mostly over counter business. Drive-in type building. Now clears over \$30,000 year. Located in N. E. Ohio, where Chrysler and Chevrolet are now building two of their largest plants, presents a tremendous potential with new labor and millions of dollars in payroll coming into the area. This is an exceptional opportunity due to owner retiring after 35 years operation. **A. KORYTA, INC., 253 The Arcade, Cleveland, Ohio.** 7700-2

For Sale—140 F Stod-Sol plant in western Nebraska, county seat town. Price \$7,000. **ADDRESS, Box 7738, NATIONAL CLEANER & DYER.** -2

CLEANING STORE AND ROUTE—Western Pennsylvania. Ideal location. \$30,000 yearly gross. Truck, presses, finishing equipment, fixtures, also property. Send cleaning out. Large potential if desired. **ADDRESS, Box 7630, NATIONAL CLEANER & DYER.** -2

For Sale—Small solvent plant in central Illinois. Good equipment, ideal for couple and one employee. Reason for selling—heart trouble. **ADDRESS, Box 7740, NATIONAL CLEANER & DYER.** -2

WASHINGTON, D. C. 1955 volume was \$101,650.25 net. Profit was \$21,807.21. \$34,000 counter, balance 3 trucks. Prosperity cleaning equipment. Business and equipment \$59,000. \$15,000 down. **ADDRESS, Box 7601, NATIONAL CLEANER & DYER.** -2

FOR SALE—Complete modern Stoddard solvent plant, low overhead, good profits. Small amount of cash will handle. Located in fast-growing Southwest city, with military installations. Will return complete investment the first year. **ADDRESS, Box 7754, NATIONAL CLEANER & DYER.** 7754-2

CLEANING STORE AND ROUTE—Western Pennsylvania. Ideal location. \$30,000 yearly gross. Truck, presses, finishing equipment, fixtures, also property. Send cleaning out. Large potential if desired. **ADDRESS, Box 7630, NATIONAL CLEANER & DYER.** -2

For Sale—solvent cleaning plant, small central Illinois county-seat town, established 40 years, excellent business, owner retiring, unusual opportunity, priced right. \$5,000 down, balance payments. **ADDRESS, Box 7755, NATIONAL CLEANER & DYER.** 7755-2

SOUTHERN WISCONSIN—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. **ADDRESS, Box 7468, NATIONAL CLEANER & DYER.** -2

Drycleaning plant, modern equipment, sales \$20,000 year, northeast Ohio town; also agency store in nearby town, now operated by employees, priced low. Apple Company, Brokers, Cleveland 15, Ohio. 7755-2

Drycleaner, established eight years, grossing \$35,000 annually. Located in top Colorado town; good prices with high net profit. Definitely priced to sell. Information and free pictures mailed; no obligation whatsoever on your part. C-5727 Continental, 804 Grand, Kansas City, Missouri. 7643-2

South central Wisconsin, very profitable, well-established, operating before 1889. Terms, real estate optional, \$1.40/\$1.50 price, sales \$85,000. Laundry-drycleaning 50-50. Synthetic, completely engineered, equipment in excellent condition, apartment second floor. Owner has other interests. 7752-2

Sale or lease—Established drycleaning and laundry plant with real estate. Ideal for family. Grossed \$50,000 in 1955. Located in eastern Pennsylvania. **ADDRESS, Box 7641, NATIONAL CLEANER & DYER.** -2

DENVER drycleaning plant for sale. 45 years in same location. Good reputation. Will take a business, acceptable offer. My health and age compel me to sell. Gross over \$90,000 in 1955. Will accept a reasonable down payment with balance like rent. An opportunity of a lifetime. A real buy. **IMPERIAL DYERS & CLEANERS, 236 Broadway, Denver 3, Colorado.** 7724-2

DRY CLEANING PLANT—Equipped with the latest type machinery (petroleum), modern plant, good layout, has fur storage vault, one truck and one store in shopping center. Sales average \$100,000 per year, five-year record. Capacity for greater volume. Buildings leased. Located in a progressive city within 50 miles of Evansville. Sacrifice price: \$69,500. Reasonable terms to qualified buyers. **STAN HEUGEL, REALTOR, 11 S. E. Third St. Phone HA 3-3165, Evansville, Indiana.** 7730-2

Will sell my most modern drycleaning plant equipped with shirt finishing unit, fur repairing. Fur and woolen storage vault. Four drive-in stores, five paying routes. This plant has 25 year reputation for quality work only, at top prices. Volume in excess of \$200,000, equipped to do \$275,000. Plant and office air conditioned. Finest of personnel. Main plant 80' x 140' with drive in. Coal and oil boilers automatic. My reason for selling: being owner of several other business concerns, I find myself in too high of an income bracket. Merely selling to take a tax gain and reduce personal responsibilities. Plant located in central Indiana in large city. Will only deal with responsible persons or brokers. **ADDRESS, Box 7735, NATIONAL CLEANER & DYER.** -2

Beautiful solvent drycleaning plant. Equipment practically new. All cash-and-carry at \$1 prices. Can stand rigid investigation. Established 30 years. Doing \$40,000 a year gross, net \$15,000 for yourself. Will sell entire business, goodwill and real estate for \$50,000. \$10,000 cash, balance \$5,000 a year, no interest. Contact **LEO R. ARLEN (Prop.) TIP TOP CLEANERS, 580 St. James Ave., Springfield, Mass.** 7728-2

For Sale—Cooper's Drycleaning at Uhrichsville, Ohio. Established 1915. Modern and fully equipped Stoddard solvent plant. Exclusive Sanitone licensee, fur storage vault. Will sell building and all or separately—Reason, health failing. **ADDRESS, Box 7764, NATIONAL CLEANER & DYER.** -2

Drycleaner's, completely modern-equipped, doing good sales volume, two stores, no delivery, new homes building area Indiana city, combined rent \$156, ideal for partners, price \$12,500. Apple Company, Brokers, Cleveland 15, Ohio.

Drycleaner's, completely modern-equipped, doing good sales volume, two stores, no delivery, new homes building area Indiana city, combined rent \$156, ideal for partners, price \$12,500. Apple Company, Brokers, Cleveland 15, Ohio. 7765-2

CLEANING PLANTS FOR SALE (Cont'd)

Colorado Springs—Well established drycleaning plant can be purchased with or without real estate—Completely equipped, doing \$22,000 a year gross. Excellent potential. Fast growing city. Priced to sell. \$12,000 cash—Good terms to responsible person. The Willis Agency, 528 S. Nevada Ave., Colorado Springs, Colorado. 7767-2

PROFITABLE BUSINESS—Capital district New York State. Long-established quality plant, fully equipped. Trained personnel. Gross over \$60,000. Top prices. \$40,000, one-half cash. **ADDRESS**, Box 7759, NATIONAL CLEANER & DYER. -2

MODERN DRYCLEANING PLANT (PETROLEUM), FUR STORAGE VAULT, CAPACITY 2,000 COATS. RUG DEPARTMENT, THREE ROUTES, DRIVE-IN STORE. \$60,000 VOLUME PLUS. VERY REASONABLE, WITH OR WITHOUT REAL ESTATE. **ADDRESS**, Box 7762, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

Combination drycleaning and laundry plant. Volume in excess of \$300,000 annually, equipment good and business well-established. Good possibilities for extended growth. **ADDRESS**, Box 7701, NATIONAL CLEANER & DYER. -1

Buffalo, N. Y.—complete modern synthetic drycleaning plant centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. **ADDRESS**, Box 7708, NATIONAL CLEANER & DYER. -1

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

HELP WANTED

Working manager wanted for progressive fast-growing drycleaning plant. Must be able to take full charge, handle and train help. Permanent position with good future. All replies confidential. State age, experience, salary. Aurora Laundry-Drycleaners, 562 South River Street, Aurora, Illinois. 7768-7

Laundry and Drycleaning superintendent, with proven ability. A-1 reference required. **MASTER LAUNDERERS AND CLEANERS INC.**, 1646 Hoffner St., Cincinnati 23, Ohio. 7706-7

Wanted: Manager for laundry and drycleaning plant doing \$400,000 per year, with ten to twenty years experience in production, cost control and maintaining quality. State age and salary expected, with references. **ADDRESS**, Box 7654, NATIONAL CLEANER & DYER. -7

Drycleaning superintendent for modern plant, central New York, with working knowledge of all phases of drycleaning. Excellent opportunity with salary commensurate with ability. Laundry experience helpful but not essential. Opportunity to buy interest for man of proven ability. Write experience, marital status. **ADDRESS**, Box 7646, NATIONAL CLEANER & DYER. -7

SILK SPOTTER, experienced. Excellent salary. Steady, full-time employment. Good opportunity in growing plant. Located in medium-sized Eastern city with low cost of living. **ADDRESS**, Box 7741, NATIONAL CLEANER & DYER. -7

PLANT MANAGER to assume complete responsibility of a new, well-established petroleum cleaning plant in one of Chicago's best residential suburbs. Must know all phases of the business, be progressive, sober—in keeping with reputation of establishment. Job security guaranteed. Top salary for the right man. Send details and photograph to: Mr. Gregory Gyann, Esquire Cleaners, 9245 S. Ashland Ave., Chicago 20, Illinois. 7751-7

A-1 cleaner-spotter and working manager. Also expert presser and finisher to work and manage department. Both must be highly technical, productive, quality-minded, sober, reliable, age 30 to 40. References. Salary plus incentives. Quality synthetic plant in Oklahoma. **ADDRESS**, Box 7753, NATIONAL CLEANER & DYER. 7753-7

WORKING FOREMAN: Quality plant upper New York State, capital district. Understand all phases, including equipment maintenance. Top salary plus percentage. **ADDRESS**, Box 7760, NATIONAL CLEANER & DYER. -7

PRESSER—silk and rough, knowledge hand finishing. Top pay, year-round job, vacation, bonus. Capital district, upper New York State. **ADDRESS**, Box 7761, NATIONAL CLEANER & DYER. -7

SITUATIONS WANTED

Wish to act as manufacturer's representative in Fort Worth area. Bank and character references on request. Sales and cleaning experience. **ADDRESS**, Box 7569, NATIONAL CLEANER & DYER. -5

Superintendent with years of experience. Training and working personnel. Wants solid connection. Best of reference, will go anywhere. Age 47, married, Protestant, Irish-American. Write, wire or phone—Superintendent, 819 Central Ave., Charleston 2, W. Va. 7696-5

SUPERVISOR, 30 years experience, second generation in industry, includes diversified production skill, training, management, laundering. Institute 1928, married, age 46. Frank Hart, 5 Wall St., Long Branch, N. J. 7554-5

Working Superintendent for small drycleaning plant with 11 years experience, age 29. Good references as to ability and habits. 1st class silk and wool spotter. Prefer Florida or Southern states. **ADDRESS**, Box 7765, NATIONAL CLEANER & DYER. -5

First class silk spotter and cleaner with 32 years experience, 10 years as plant superintendent, wants position with reliable concern. Small town preferred. Best of references. Write or wire: James K. Rorie, 1009 Claytonia Terrace, Richmond Heights 17, Missouri. 7766-5

I have following among Eastern jobbers of laundry and drycleaning trade. Seeking new lines. **ADDRESS**, Box 7757, NATIONAL CLEANER & DYER. -5

Manager's position wanted. 24 years experience, chain-store plants specializing in pressing. Know the latest methods. Wish position anywhere, willing to relocate. **ADDRESS**, Box 7749, NATIONAL CLEANER & DYER. 7749-5

A-1 silk, wool spotter, or drycleaner. 18 years experience. Steady man, reliable, married. Will relocate anywhere. Ray Long, 4155 Mitchell, Detroit 7, Michigan. 7667-5

Young man 40 years old. Thorough knowledge of the drycleaning business. 25 years experience from spotting board to benzine room. Wishes supervisory or managerial position to take load from owner's shoulders. Want interest in business, will keep business on black side of ledger. Prefer Detroit area. Would welcome personal interview. **ADDRESS**, Box 7744, NATIONAL CLEANER & DYER. -5

SPOTTER WITH 20 YEARS EXPERIENCE, CAPABLE OF TAKING CHARGE OF PLANT. **ADDRESS**, Box 7745, NATIONAL CLEANER & DYER. -5

All-round man, thoroughly experienced in all phases of drycleaning rugs, furs. 29 years experience. Capable of training help in modern methods. High quality standards. Stable-minded, no bad habits. Best of references can be furnished from all former employers. Married, four dependents. Salary \$150 week. **ADDRESS**, Box 7750, NATIONAL CLEANER & DYER. -5

SALESMEN-DISTRIBUTORS WANTED

SALESMAN for Southern states. Well-accepted and growing specialty chemical line. Work with established jobbers. Draw, expense, commission. Territory now earning \$12,000 per year. Potential \$25,000 yearly earnings. Young, experienced, high-caliber man wanted. Give background, present job, earnings, area covered, etc. All information confidential. **ADDRESS**, Box 7725, NATIONAL CLEANER & DYER. -14

Salesman with a large following among cleaners and laundries to sell for cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirocco Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS—INDEPENDENT SALESMEN—Sell our high-profit, no-inventory, register forms for drycleaners and laundries. We make any form to fit any register. Low prices—fast delivery—repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Connecticut. 7656-14

SALES DISTRICT AGENT wanted by leading manufacturer of soaps, spotters, water repellents, etc. Must be A-1 top man, responsible, equipped technically and promotionally to handle territory. Give full details, background-experience. **ADDRESS**, Box 7670, NATIONAL CLEANER & DYER. -14

REWEAVING

RE-WEAVING AT LOWEST WHOLESALE PRICES. 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

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ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

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MISCELLANEOUS

FREE—FREE—GOOD NEWS—BACK TO MOTHBALLS WITH SEMI-WET CLEANING—gadgets—damages—fading and shrinkage troubles. Supermaster is here. Nafco, 1546 East Mohican St., Philadelphia, Pa. 7758-8

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WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

Wanted: Used Hoffman presses, models VCO-56 and XCO-56, any amount. Address: Import. y Export. Universales, Carretera Saltillo No. 1, Monterrey, N. L., Mexico. 7733-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 7675-3

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REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV 9-6585. 7674-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

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Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

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FIVE BUTLER DRYCLEANING TUMBLERS, 36 by 30, automatic heat controls, 280, 3-phase explosion-proof reversing motors, good condition. \$250 each. **CORWIN CLEANERS**, Des Moines, Iowa. 7739-4

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OUR READERS SAY

New Zealand Appreciation

To the Editor:

I certainly think your articles on plant maintenance, particularly on vacuum stills, were really excellent, so much that I have condensed the articles into bulletins and distributed these to all my plants for insertion in their operating manuals. Keep up the good work, as believe me the information we get from our trade magazines—and The NATIONAL CLEANER & DYER is the most popular and generally used one out here—is invaluable to operators in a country such as ours where we are so remote from the industry developments which are constantly occurring in your great country.

H. M. TAYLOR

*H. M. Taylor Ltd.
Wellington, New Zealand*

Book On Legal Decisions

To the Editor:

Do you have a list of legal decisions for drycleaners' laundry?

I would appreciate such a list, regardless of the type of cases.

C. COGNETTA

Staten Island, N. Y.

We do not have in book form the various legal decisions you requested. We have a group of these in just about every issue of The NATIONAL CLEANER & DYER and have had for many years. We are now compiling such a book, which we plan to bring out in the early fall. As soon as it is available, we will announce it in our magazine. Meanwhile, we suggest you check back issues.—EDITOR

Wrinkled Nylon

To the Editor:

A nylon dress that had been washed in hot water has been brought in by one of our customers. Can you tell me how I can press out the creases and wrinkles? The dress is light blue nylon.

T. L. STEWARD

*Steward Cleaners
Neosho, Mo.*

It is difficult to give you specific advice without seeing the dress in question. Normally, a garment that has been badly wrinkled can be restored by wetting out the dress with water and drying it on a windwhip. If the sizing has been disturbed or other problems exist, it may take extra handling.—EDITOR

Drive-In Plans

To the Editor:

We would appreciate whatever data you have on "Drive-In" location layouts, such as fronts, space utilization of parking and driveway, service windows, sign location, canopy, etc.

The store will be located on the corner with size lot approximately 150 by 90 feet.

NATHAN ROBIN

*Official Cleaners
Washington, D. C.*

We have two reprints available that we believe will be very helpful to you. They are entitled "Guide to Plant Layout" and "Guide to Construction and Remodeling," and are \$1 each.—EDITOR

Shoeshine Machine

To the Editor:

Four or five months ago you had an article in your magazine about a cleaner who had a shoe polishing machine in his drycleaning store.

Could you supply the name of the people who manufacture this machine?

EUGENE F. HATZENBUHLER

*One Hour Dry Cleaners, Inc.
New Haven, Conn.*

Please write Henry McNatt, Sterling Cleaners, 5126 Florida Avenue, Tampa, Florida, for the name of the manufacturer of the shoe polishing machine.

—EDITOR

Production Standards

To the Editor:

I would like to have some information concerning the production in our plant. We don't go in for production but more for quality. Now I would like to have a chart or something written on paper—it doesn't matter how—just on an average what the production an hour would be for dresses, trousers, shirts, coats, etc.

As I said, we are not a production plant. I have a woman who does the dresses, top and bottom; someone who

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

does the trousers, top and bottom; the same with shirts and coats. So on that basis could you let us know as an average how many should be done an hour?

Also, I would like to know how to judge the spotting department.

Please send this information as soon as possible as I'm setting up a new system.

JAMES A. TOSKE

*Patton Drive-In Cleaners
Patton, Pa.*

Since you emphasize the fact that yours is a high-quality plant, we hesitate to recommend specific standards for production. We do believe that the general information contained in our Guidebook will help you establish production medians in your own plant. These were published in our March Guidebook and we are sending you tear sheets to help you.—EDITOR

Origin of Drycleaning

To the Editor:

Today we asked our local cleaner if he knew when the process of modern cleaning (dry) was discovered, invented, established, etc.? He had never heard—and referred me to you.

I am 80 years old and spent my young life in Chicago, where they surely had it—if and when it became an established business. But I don't recall any cleaners as far back as 1890. We wore "street-sweeping" skirts and dresses of many linings and furbelows, etc., but I have no memory of "going to the cleaner's."

Can you help us solve this "world shaking" problem?

ALICE G. HOLD

Phoenix, Ariz.

The actual beginning of drycleaning is shrouded in mystery. One legend tells about a young man who accidentally tipped over a kerosene lamp. Some of the fluid splashed on a garment and dissolved some grease spots.

There are other stories concerning the beginning of drycleaning. One is that a Frenchman fell into a vat of turpentine at a Naval port. When he was fished out, they hung up his clothes to dry and the garments were free of all grime and stains.

What gave the cleaning industry its biggest boost was the development of gasoline. Cleaning really had its start in this country shortly after the Civil War. By 1900 it became an established industry. The National Association of Dyers and Cleaners was founded in 1907 in Milwaukee.—EDITOR

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Offers better, faster steam; a freer revolving form, a concentration and containment of steam in the bag and the elimination of condensate in the base.

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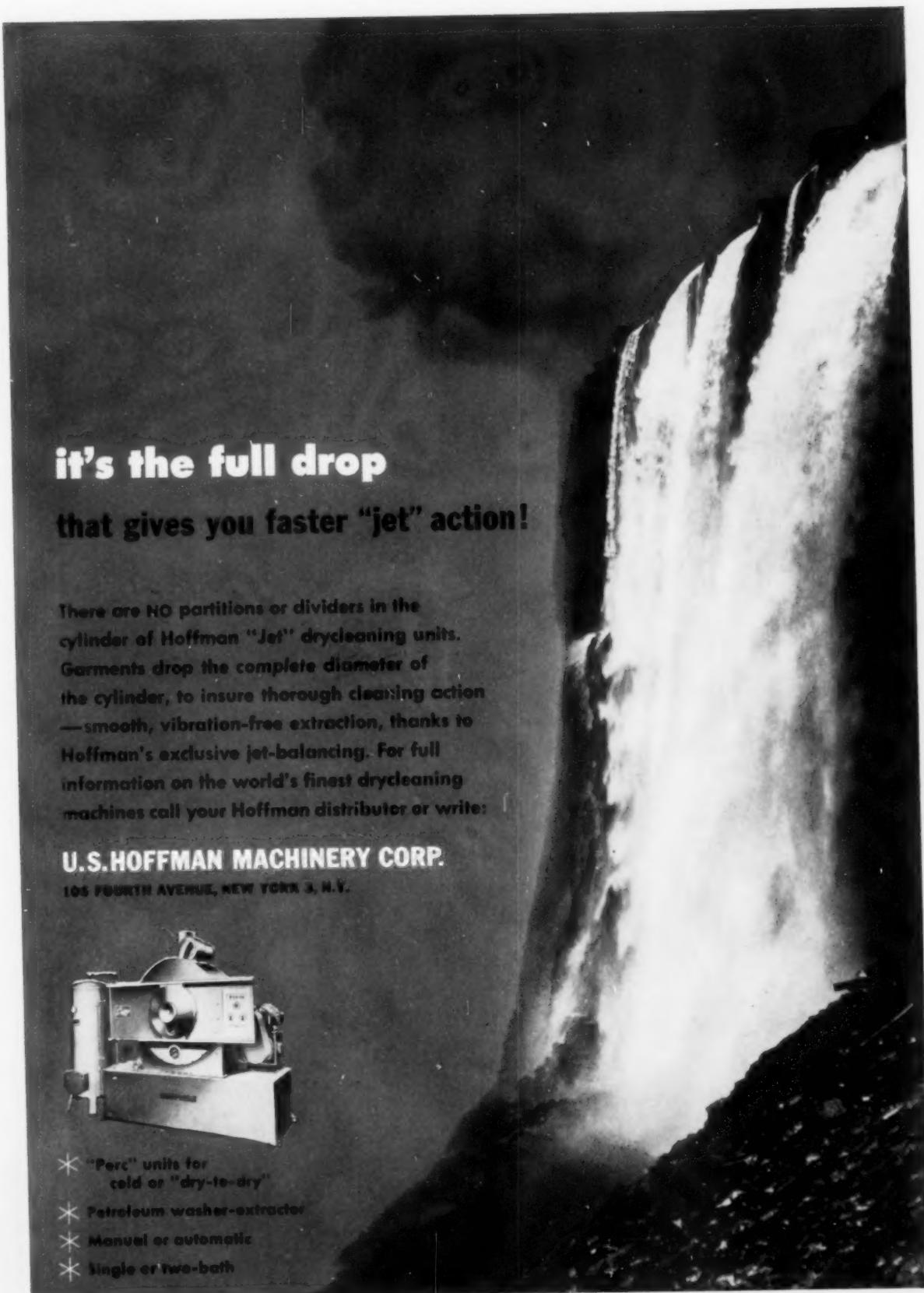
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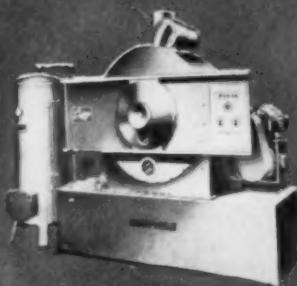


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